MARCH 25, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

MIDWEST FOLKS LIVE THEIR GOOD NEIGHBOR POLICY

THE WORDS "good neighbor" have real meaning among the good folks of Midwest America. They mean picking corn all day on someone else's farm . . . baling hay, harvesting oats, marketing a crop, all for a nearby friend.

We know about these things at WLS because folks write to ask us to thank their friends. For more than a decade, Art Page (Dinnerbell) has been reading these appreciation letters from grateful folks—letters like this:

". . . would like to tell you about my neighbors. During the illness and death of my husband, the neighbors did the harvesting of the oats, cut and baled and stored the alfalfa hay. At corn-husking, they came and helped my son husk 50 acres of corn, and shelled and delivered it to market. There was no charge for these deeds."

Here is a good neighbor policy anchored in the hearts of men and women. WLS is glad for the opportunity we have to lend the encouragement and recognition that help strengthen this vital part of midwest life . . . this *living* good neighbor policy.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

22 years of broadcasting SERVICE

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Lowell-Douglas

WCOP

will step up power to 5000 WATTS

FCC has just approved WCOP's construction permit!

Construction is getting under way immediately on a new 5000-watt transmitter at Lexington, Massachusetts.

This means your message on network or local programs over WCOP will be carried with perfect clearness into every corner of the great Metropolitan Boston area.

New and spacious studios and offices in Boston ... new listener-lures ... alert promotion ... new and wide-awake merchandising activities ... new programs — and *now*, new power — these are the milestones of WCOP's swift journey to New England radio leadership.

Ride WCOP's new signal into the third richest market in the United States. The few choice availabilities are going fast.

Write, phone or wire WCOP Boston, or any Katz office for details.

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company
Outlet in Boston

STOVE-BUILDING brings dollars to the NASHVILLE area!

Building stoves, heaters and other sheet metal goods adds millions of dollars to the value of industrial products made in the NASHVILLE area . . . Stove-building is only one of the many long-established industries whose hundreds of workers are a part of the more than one million people living in the NASHVILLE trade area. . . . Your quality products can share in the more than 350 million dollars spent yearly in the retail stores of this area—with a sales message broadcast economically over WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS

980 KILOCYCLES

Represented Nationally by

THE KATZ AGENCY, INC.

AMERICAN and MUTUAL

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BROADCASTING... at deadline

Closed Circuit

ASSOCIATED PRESS changing network contracts from sliding-scale basis to permanent flat rate. CBS already has signed new flat-fee pact. Negotiations on between MBS-AP. In past AP charged networks different amounts for news used on commercial and sustaining shows. New rate makes service available for use as nets see fit, either sustaining or commercial.

WAYNE COY, vice president and general manager of WINX Washington, and former assistant to President Roosevelt, could have become assistant secretary general of UNO, second in command to Trygve Lie. Secretary Byrnes urged him to take job. Mr. Lie wanted him, too. But Mr. Coy turned it down. Reason: He likes his present job.

INCIDENTALLY, there's more than rumor to idea that ex-FCC Chairman Porter, now OPA administrator, may be named Undersecretary of Navy filling vacancy which Ed Pauley couldn't make. If that happens, he would be directly in line for Secretary, since Secretary Forrestal plans to quit by this summer. Don't count out Democratic National committee chairmanship either, now that Bob Hannegan may have to choose between that and Postmaster Generalship.

THAT announcement on new Democratic National Committee radio director for upcoming Congressional campaign may not come as soon as expected. It still looks like Bryson Rash, director of special features of WMAL-ABC, Washington, but there are details to be ironed out which may take additional fortnight or so.

MAX WYLIE, formerly CBS script chief and now program manager of Young and Rubicam

(*Continued on page 110*)

SUPREME COURT APPEAL PLANNED IN TAX RULING

APPEAL to U. S. Supreme Court planned by four New Mexico stations from denial by U. S. District Court for District of New Mexico of stations' plea to enjoin collection of 2% State sales tax, NAB indicated Friday. Court held it had no jurisdiction to issue injunction against collection of tax and penalties, claiming stations have adequate remedy in State courts.

Federal court heard case Feb. 18. Plaintiffs are KWEW Hobbs; KGFL Roswell; KTNM Tucumcari; KFUN Las Vegas. They have been assessed total of nearly $11,000 in back taxes and penalties.

Three New Mexico stations—KGGM Albuquerque, KOB Albuquerque, KVSF Santa Fe—asked similar injunction at Feb. 25 hearing before State tribunal, New Mexico District Court. Decision has not been handed down. Federal court's ruling, though denying its jurisdiction, pointed out that tax is privilege tax and conceded that broadcasting is part interstate commerce.

Upcoming

March 26: Radio News Clinic, Texas stations, Hotel Rice, Houston.

March 27: Radio News Clinic, Texas stations, Hotel Worth, Ft. Worth.

March 28: Radio News Clinic, Texas stations, St. Anthony Hotel, San Antonio.

April 1: Canadian Assn. of Broadcasters Board, CAB Hqtrs., Toronto.

April 2: FM application hearings before Comr. Jett, Boston.

April 8: Industry Music Committee and AFM Negotiating Committee, AFM Hqtrs., 570 Lexington Ave., New York.

(FCC Hearings, page 104.)

(NAB District Meetings, page 54.)

Bulletins

WHITE HOUSE announced Friday night that "Crossroads" atom bomb test, planned for May in Marshall Islands, postponed indefinitely, probably five or six weeks. Charles G. Ross, Presidential secretary, told newsmen at special conference several Congressmen wanted to witness test, said international complications not a factor (earlier story page 34).

FOUR more withdrawals from television announced Friday afternoon by FCC, bringing total dismissals to 19. Newest withdrawals are Unity Corp., Erie, Pa.; WKY Radiophone Co., Oklahoma City; Hearst Radio Inc., Milwaukee (WISN); KLZ Broadcasting Co., Denver. (See story page 18.)

PRESIDENT Truman April 12 to make address at ceremonies dedicating Hyde Park home of Franklin D. Roosevelt as national historic site, to be carried live on ABC and NBC 2:30-3 p.m., MBS to record ceremonies for that evening, 8:30-9 p.m. for benefit of ex-servicemen unable to hear afternoon broadcast. In ceremonies will be presentation of estate by Mrs. Franklin D. Roosevelt and acceptance by Secretary of the Interior Julius I. Krug.

Business Briefly

RADIO CONSIDERED ● Constance Bennett Cosmetics Co., New York, will promote nationally new beauty bar compact and lipstick by contest for girl with most luscious lips, winner to have part in Miss Bennett's next film production. Radio considered to exploit contest throughout country. Agency, Rodgers & Brown, New York.

BREWERY DROPS ● John F. Trommer Inc., Brooklyn, New York, due to reduced quotas of grain, discontinues radio in following markets: Sports program on WBZ-WBZA, spot campaign on WAAT, spot on WELI, mystery show on WTIC, and *Daytime Answer Man* on WOR. Agency, Federal Adv. Agency, New York.

LEVER RENEWALS ● Lever Bros., Cambridge Mass. (Rinso, Spry), March 30 renews for 52 weeks *Big Sister* and *Aunt Jenny*, (both CBS Monday-Friday. Agency, Ruthrauff & Ryan, New York.

FCC DENIES PRESS WIRELESS DOMESTIC SERVICE PLAN

APPLICATION by Press Wireless to furnish "Addressed Program Transcription Service" from UNO Security Council at Hunter College, New York, to domestic stations denied late Friday by FCC.

Commission informed PW it wished to encourage development of services permitting wider dissemination of public interest programs to stations economically unable to receive such programs by wire lines. It was unable, however, to determine whether proposed service "would be rendered under acceptable standards of quality and the effect such service might have upon the use of frequencies in the congested portion of the spectrum from 4 to 20 mc."

FCC said experiment to test quality and feasability of service should not be initiated on commercial basis.

PW had advised Commission that approval of application "would assist many radio stations in carrying out obligations of station licensees which Commission, in its recent program report, found they were not doing." It stated proposed service would complement and not duplicate network services, would cost broadcasters $40 for first 10 minutes and $4 a minute thereafter. More than 100 stations advised PW they were interested.

Gov. Dempsey Demands KOB Revocation

REVOCATION of license of KOB Albuquerque demanded by New Mexico Gov. John J. Dempsey in petition filed Friday with FCC by son, William J. Dempsey, Washington attorney, in first action of kind in Commission annals.

Petition alleges T. M. Pepperday, KOB owner, publisher of *Albuquerque Journal*, "has authorized weekly programs containing false, defamatory and scurrilous allegations and charges" against Gov. Dempsey, Assistant Attorney General Harry Bigbie, and Director Harry Shuart, New Mexico Revenue Dept., Liquor Division. KOB commentaries of Larry Bynon, editor, *New Mexico State Record*, Santa Fe, "weekly Republican newspaper," violate Communications Act and Commission principles, petition alleges.

Gov. Dempsey asks FCC to require KOB to submit Bynon scripts of specified dates in January, February, March; institute "appropriate proceedings" to terminate Mr. Pepperday's status as licensee; hold public hearings in New Mexico and permit petitioner to participate.

KOMA gratefully

acknowledges the recognition it has been given in receiving the . . .

GEORGE FOSTER PEABODY RADIO AWARD

For Outstanding Public Service by a Local Radio Station During 1945.

OUR deep pride in being chosen for this significant honor is matched only by the glow of satisfaction which comes from knowing that our award-winning series of "SAVE-A-LIFE" programs served the public interest so well in 1945. On behalf of the entire staff at KOMA, we sincerely thank the Awards Committee for this recognition. We shall endeavor to merit this coveted citation by redoubling our efforts to serve even better the listening public.

KENYON BROWN, *General Manager*

KOMA OKLAHOMA CITY'S CBS STATION

National Representative: FREE & PETERS, Inc.

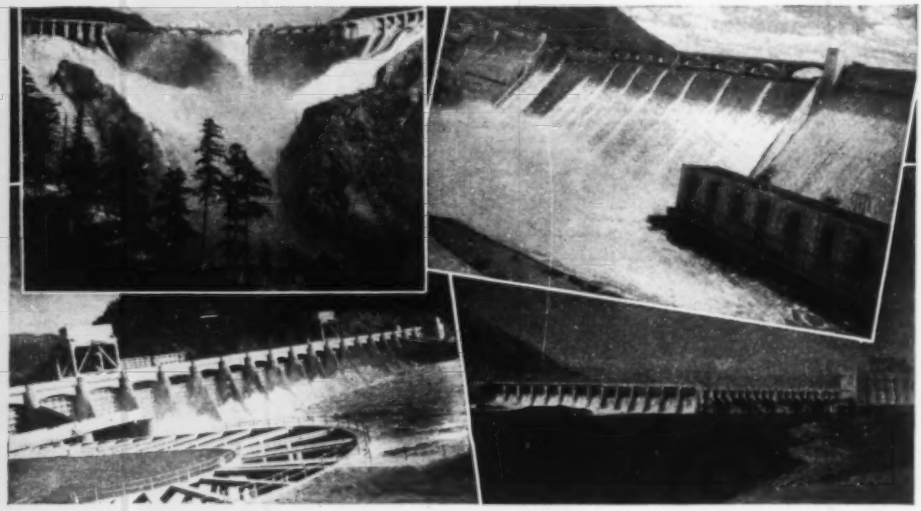
THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

DAMS...for

POWER, IRRIGATION and NAVIGATION



The Pacific Northwest, with 40% of the nation's potential waterpower, is already famous for its abundant, low cost electric power. The damming of its extensive river system also brings other benefits. Over a half million acres of extremely fertile land are under irrigation, and another million acres will soon be watered by the Columbia Basin Project. Navigation is now practicable far up the Columbia River. The prosperity of this region will continue to increase as the full advantages of its power and irrigation and its excellent transportation facilities are more fully realized.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

TELECASTING

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Service Front 48

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU

250 Park Ave. *PLaza* 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard. *HE*mpstead 8181
David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.

® Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

ONE always stands out . . .

. . . and in Philadelphia it's WFIL

Nature's phenomena are most wonderful to behold; Spring's first warm days bring out the buds, and the gals bring out their hats. Hats designed to reflect an individualistic touch. However, among the thousands of the out-of-this-world creations, *one* will stand out.

Among broadcasters too, one will always stand out. In Philadelphia it's WFIL. Why? Because WFIL packs a powerful promotion and merchandising campaign behind its program schedule. Listeners have long recognized the merit of WFIL's network and local shows. Now advertisers are learning that the surest way to capture the Philadelphia market is to buy WFIL.

. . . WFIL 560 . . .

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia **WFIL** *means* **PROGRESS** *and* **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

Special Interests—Special

NBC's pledge, made 20 years ago, for broadcasting in the service of all listeners . . . means broadcasting not only programs which entertain the great majority of America's listening millions . . . but programs which serve practical needs and varied tastes of specialized listening groups.

As THE BILLBOARD'S *recent poll shows, the range of NBC's program balance is wide—wide enough for America's leading radio editors.*

. . . to single out its Special Service programs as making NBC "TOP NETWORK IN PUBLIC SERVICE"

. . . to honor its advertisers' programs— a total of 7 out of 10 choices for commercials marked by good taste and effectiveness—as "TOP COMMERCIALS"

. . . to select programs on NBC—totaling 14 out of 21 program categories—as "RADIO'S BEST"

Further, through the detailed classification in its poll, results of THE BILLBOARD'S *survey emphasize that for Special Service . . . best commercials . . . top programs— NBC's broadcasting is in a class alone—a class that keeps it . . .*

AMERICA'S NO. 1 NETWORK . . . th

NBC

A Service of Radio Corporation of America

a Service

300 Radio Editors again have paid signal honor to NBC's advertisers, their programs and the network itself in Billboard's annual Radio Poll

FIRST PLACES

14 out of 21 on NBC

National Broadcasting Company
Top network in public service

Fred Allen (Standard Brands)
The program they hate to miss

Fibber McGee & Molly (Johnson's Wax)
Program with best commercials

Kenny Delmar (Standard Brands)
Radio's newest star

Bob Hope (Pepsodent)
Favorite comedian

Information Please (Socony-Vacuum)
Best quiz show

Bing Crosby (Kraft Cheese)
Favorite male singer (popular)

Dinah Shore (General Foods)
Favorite feminine singer (popular)

Bill Stern (Colgate-Palmolive-Peet)
Favorite sports announcer

H. V. Kaltenborn (Pure Oil)
Most interesting news commentator

Don Wilson (American Tobacco)
Favorite studio announcer

John Charles Thomas (Westinghouse)
Favorite male singer (classical)

Chesterfield Supper Club (Liggett & Myers)
Best 15-minute program

The Army Hour
Top 1945 War Program

PROGRAMS WITH "TOP COMMERCIALS"

7 out of 10 on NBC

JOHNSON'S WAX (*Fibber McGee & Molly*)
PEPSODENT (*Bob Hope*)
AMERICAN TOBACCO (*Jack Benny*)
SOCONY-VACUUM (*Information Please*)
GENERAL FOODS (*Burns & Allen*)
STANDARD BRANDS (*Fred Allen*)
BELL TELEPHONE (*Telephone Hour*)

National Broadcasting Company

Continuous PUBLIC INTEREST IN LINCOLN MEANS

KFOR

Public interest runs high in Lincoln when Nebraska University is involved. So KFOR stays on the job continuously reporting University events. Two regular shows (early morning on weekdays and 4:15 PM three times weekly) plus numerous special programs give a complete picture of what goes on at this big Nebraska institution.

In addition KFOR's top-flight staff is frequently called upon to take an active part in instructing radio classes at the University.

Yes, KFOR does a great job of covering Nebraska University — a policy which pays off in more and steadier listening in Nebraska's second market.

REPRESENTED BY EDWARD PETRY CO., INC.

KFOR

NEBRASKA'S Capitol City STATION

Basic ABC & MUTUAL Lincoln

GORDON GRAY, VICE PRES. & GEN. MGR. — MELVIN DRAKE, VICE PRES. & MANAGER

Feature of the Week

GLOBAL spotlight and contact with the great of all nations have marked the career of Secretary of State James F. Byrnes. But not until this month did he realize an apparent suppressed desire—a chance to be a radio announcer.

The chance came when the Secretary visited Spartanburg, S. C., his first trip home since assuming the Cabinet post last July.

On hand with a wire recorder when the Secretary arrived was Sterling Wright, news and special events director of WSPA. Instead of putting on his best diplomatic manner for the mike, Secretary Byrnes chatted about the things that were on his mind as he returned to his favorite haunts.

Thoroughly relaxed as he voiced his reactions, Judge Byrnes, as thousands know him, noted the approach of a bunch of boys, who had been playing ball on a nearby lot. The youngsters gathered around to watch.

With a ready-made audience at hand, Secretary Byrnes took the mike and acted as m. c. for a five-minute broadcast. He interviewed the youngsters, asking their names and details of their diamond assignments.

The kids liked it, too, and unanimously elected him a member of their team.

Wright Interviewing Byrnes

Sellers of Sales

BACK in 1935 when Hitler broke the Versailles Treaty to light the fuse that started World War II, one of the more exciting phases of American life was the paddle-ball craze.

Paddle-balling was the lazy man's ping-pong: The ball came back to you, it was a one-man game, and the player always won. What Pyle had been to bunion derbies and Kearns to boxing, a young Trenton New Jerseyite became to the paddle-ball industry. From Canada to Cuba, affable, coal - eyed Harold Kaye engineered contests, wangled page-one space for copy and pictures and generally made life miserable for his chief competitor, the yo-yo industry. In a figurative sense, Harold Kaye has been batting the ball around ever since as an idea man of radio and in his present capacity as radio director of Olian Advertising Agency's Chicago office.

HAROLD

The youthful (34) agency executive broke into radio in 1938, experienced as newspaper reporter, press agent and promoter. Forced to abandon his studies in political science at Johns Hopkins U. in 1932 by reason of the depression, he got a job on the *Baltimore Sun*, first as a freelance contributor and then on the payroll as general assignment reporter and substitute movie critic.

As drama purveyor Mr. Kaye succeeded in augmenting his income by representing a chain of movie houses as press agent. This led indirectly into radio's back door, since Baltimore stations gladly accepted his offer to broadcast the music played by orchestras featured as added attractions on the movie bill.

As the depression grew, his press-agent's income shrank inversely and in 1935 he abandoned the career. A manufacturer of the "paddle-ball" wanted someone to exploit the possibilities and Harold took the job. When the craze had reached its zenith he married Miriam Geare, enjoyed a honeymoon in Havana while introducing the sport to the anti-yo-yo element of Cuba, and journeyed to Canada where he stayed until 1938, when he accepted a position with the Baltimore advertising agency, Azreal Advertising Co.

Because he had become increasingly enthusiastic about radio, he resigned to become WITH Baltimore's first program director, but stayed only a few months before Joseph Katz offered him the job he had been dreaming about—radio director of the agency's Baltimore office. It was there that he was instrumental in introducing what is now a radio standby—the one-minute "plot spot." So effective were these radical departures that two

(*Continued on page 80*)

your advertising dollars are *PROFITABLY* spent on...

WDEL

WILMINGTON, DEL.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

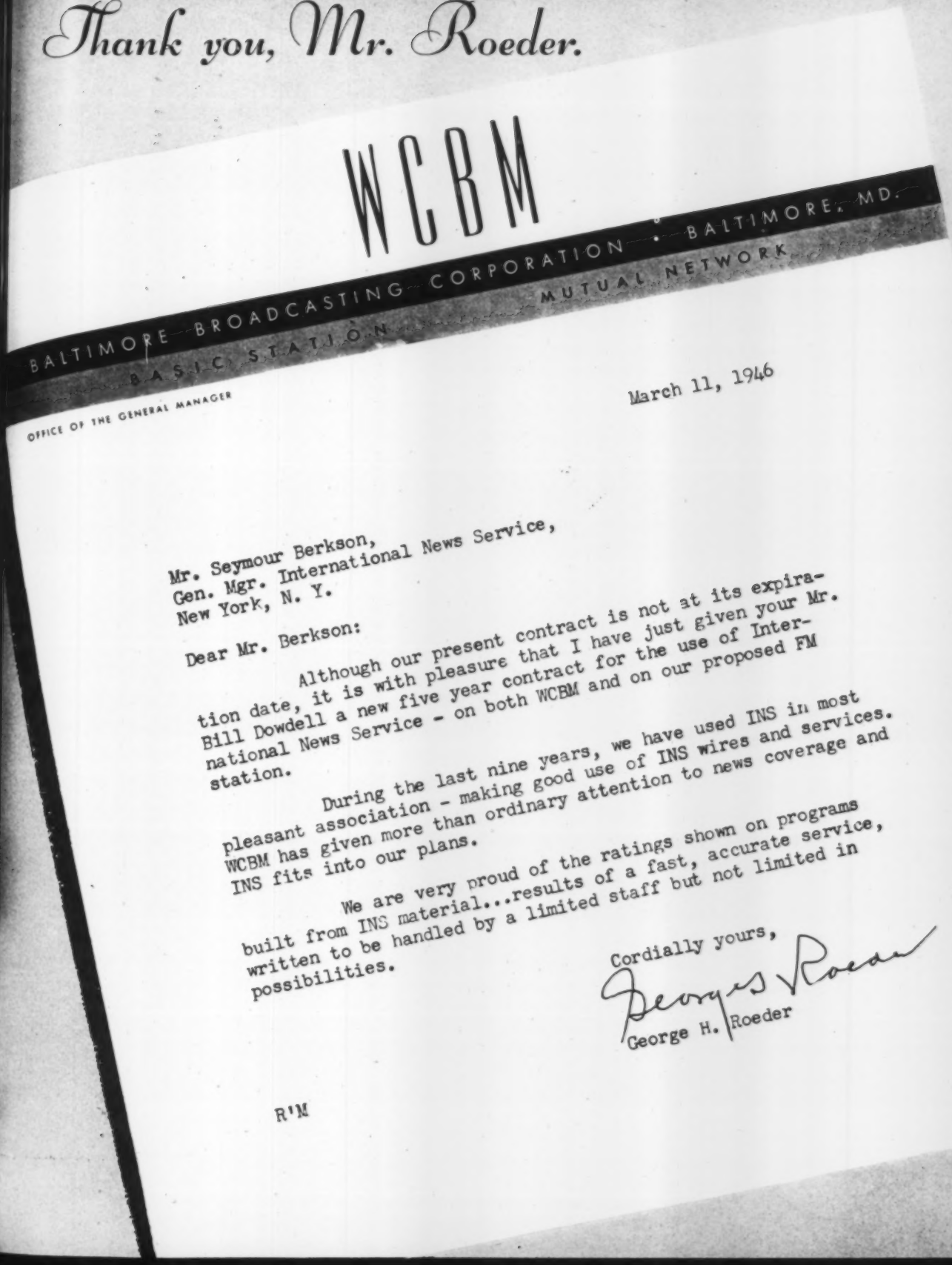
NBC

Basic Network

Represented by

RAYMER

Thank you, Mr. Roeder.



WCBM

BALTIMORE BROADCASTING CORPORATION • BALTIMORE, MD.

BASIC STATION — MUTUAL NETWORK

OFFICE OF THE GENERAL MANAGER

March 11, 1946

Mr. Seymour Berkson,
Gen. Mgr. International News Service,
New York, N. Y.

Dear Mr. Berkson:

Although our present contract is not at its expiration date, it is with pleasure that I have just given your Mr. Bill Dowdell a new five year contract for the use of International News Service - on both WCBM and on our proposed FM station.

During the last nine years, we have used INS in most pleasant association - making good use of INS wires and services. WCBM has given more than ordinary attention to news coverage and INS fits into our plans.

We are very proud of the ratings shown on programs built from INS material...results of a fast, accurate service, written to be handled by a limited staff but not limited in possibilities.

Cordially yours,

George H. Roeder

R'M

INTERNATIONAL NEWS SERVICE

21.3%

MORE LISTENING IN 1945 THAN 1944•

OR TWICE THE INCREASE OF THE AVERAGE OF ALL NEW YORK'S RADIO STATIONS

ACQUAINT YOURSELF WITH WHN'S GROWING SALES POWER IN AMERICA'S NUMBER ONE MARKET.

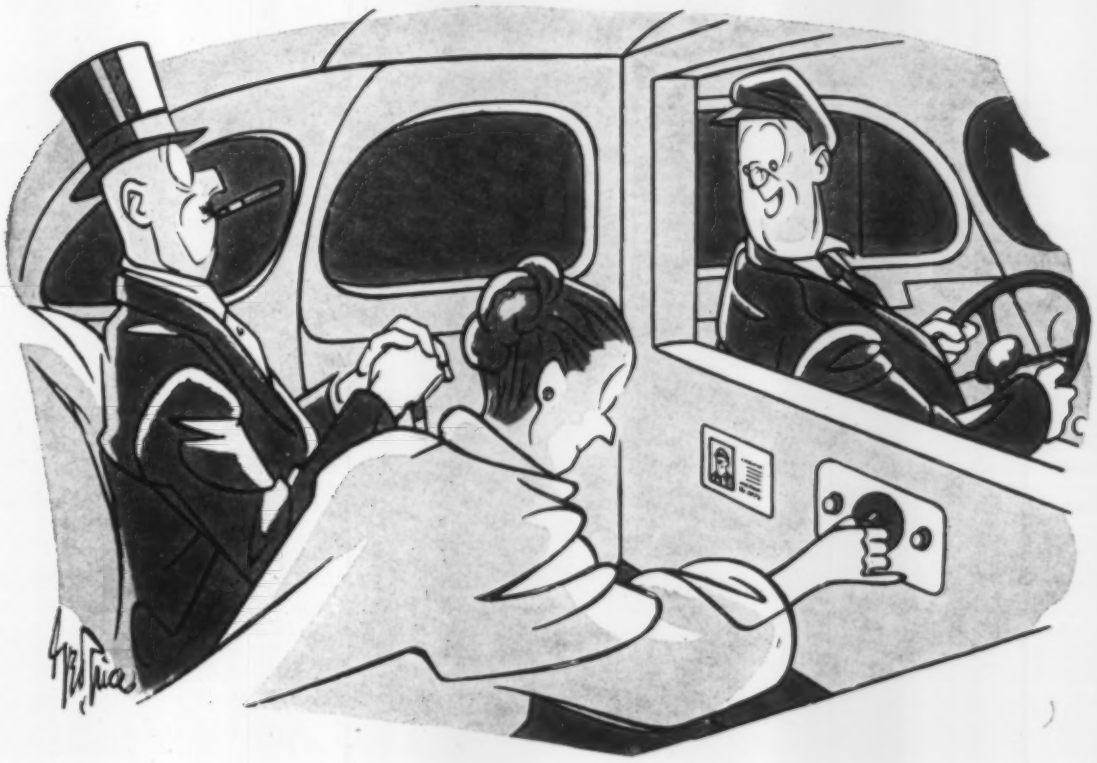
• Attested and computed figures of PULSE OF NEW YORK 1944 as compared with 1945.

50,000 WATTS
NEW YORK

Represented by RAMBEAU

WHN
Dial 1050

AFFILIATED WITH FREQUENCY MODULATION STATION WHNF,
METRO • GOLDWYN • MAYER PICTURES AND LOEW'S THEATRES



"If I was in your shoes and wanted a good time in the evening at low cost, I'd . . .

Listen to ABC!"

A GOOD MANY leading advertisers are listening to the facts about ABC's evening programs with their ears wide open—because they have discovered that ABC offers a greater value today than any other major network. Compare rates! You'll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more.

All this despite the fact that ABC's fast-growing line-up of top-flight evening shows is getting more and more families to listen and *keep* listening to ABC for their news and entertainment. *The Boston Symphony, Walter Winchell, Paul Whiteman, Lone Ranger, The Theatre Guild on the Air, the Quiz Kids, the Alan Young Show, Famous Jury Trials, Gangbusters*—those are but a few of the shows that are helping to build a bigger evening audience for ABC.

Today ABC has a potential evening audience of Twenty-Two Million families from coast to coast—and this figure is climbing steadily as station facilities continue to be expanded and improved. ABC's 198 stations blanket practically every major market in the U. S.—an area which accounts for a lion's share of the nation's business.

It's because they can reach a rich, nationwide audience at lower cost and during good time periods that so many leading advertisers are deciding that ABC is their best buy in radio today. They know, too, that a good ABC time period bought now can mean a mighty valuable franchise for years to come. If *you* are looking for good radio time, have an ABC representative tell you the whole story soon.

7 REASONS

why more leading advertisers sit up and listen to ABC

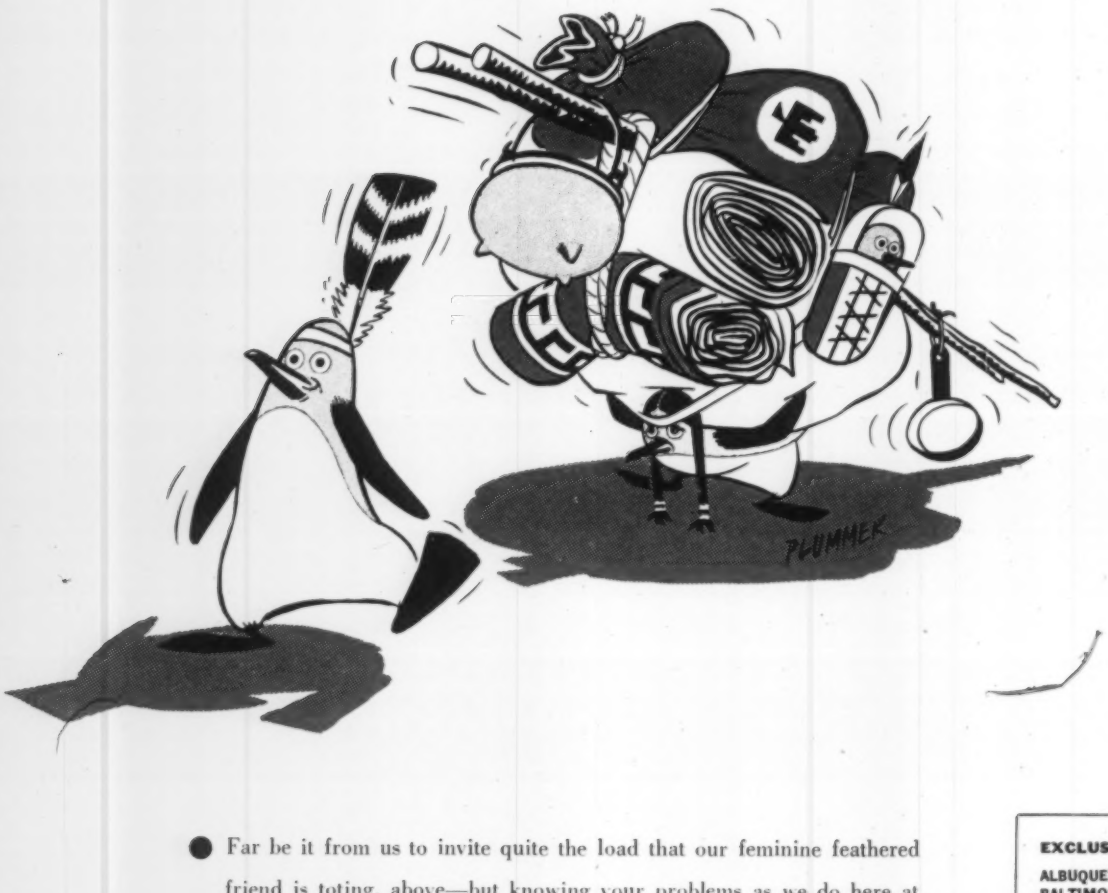
1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**, located in practically every major market in the U.S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **198 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 198 RADIO STATIONS SERVING AMERICA

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● Far be it from us to invite quite the load that our feminine feathered friend is toting, above—but knowing your problems as we do here at F&P, we seriously *want and expect* more work and responsibility than most representatives would willingly undertake.

How can we help *you?* What facts, figures, head-work or foot-work can we supply to lighten your load? Our eighteen *good* men have more years of experience, more know-how, more facilities for service than you'll ever discover until you test us. Give us a ring, *now*, and see.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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BROADCASTING

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Hyde Named to FCC; Porter Post Open

General Counsel's Post May Go to Outsider

By SOL TAISHOFF

IN THE WAKE of President Truman's nomination of General Counsel Rosel H. Hyde to fill the Republican vacancy on the FCC, speculation developed anew in Washington last week as to the administration's plans for the FCC chairmanship, vacated last month ostensibly on an interim basis by Paul A. Porter.

Even before Mr. Hyde's name went to the Senate last Thursday, there was avid activity in Democratic circles to urge the President to appoint a successor to Mr. Porter, who had been drafted for the vexatious task of trouble-shooting OPA as its Administrator.

This developed in the face of repeated statements on the President's behalf that he did not intend to fill the vacancy immediately. The President said at his news conference Thursday that Mr. Denny would remain as acting chairman. Both Messrs. Denny and Hyde called on the President midday Thursday for a 10-minute visit to pay their respects.

Three Names Mentioned

First there crept into the gossip columns the report that Mr. Truman was considering appointment of Nathan David, formerly assistant general counsel of the FCC under the chairmanship of James Lawrence Fly, as the Porter successor. Then came the report that Senator Guffey (D-Pa.) was espousing the candidacy of John Morgan Davis, former NAB labor relations counsel, now practicing law in Philadelphia. Senator Wheeler (D-Mont.) is openly supporting J. Burke Clements, chairman of the Industrial Accident Board of Montana, for that Democratic vacancy.

But the flurry seemed to end there. Nothing developed officially to change the White House story that the Porter vacancy would not be filled for the present. Several Senators who went to the Executive Offices, it was learned, were told that, as far as the President is concerned, there is no Democratic vacancy, since Mr. Porter had agreed to take the OPA assignment and see it through the critical period. The understanding was that he then would be free to resign and would be reappointed promptly to the FCC.

Mr. Denny and Mr. Hyde leaving the White House.

Whether Mr. Porter will return to the FCC, accept a higher post in the Administration, or go into private business when his OPA mission is fulfilled was still anybody's guess. A $10,000 FCC commissionership, however, is quite a catch, and the politicians will press the White House for action until the post is filled.

Hyde Hearing Soon

Mr. Hyde, following his appointment, merely stated that he was elated over the President's expression of confidence in him, and that he would give the job his utmost. He is expected to appear before the Senate Interstate Commerce Committee—perhaps this week—on confirmation hearings. Republican members, it was expected, would inquire as to his views and seek to ascertain particularly whether he will vote his convictions as a Republican member of the bi-partisan Commission. Mr. Hyde was named for the unexpired term of the late Commissioner William H. Wills, which runs until June 30, 1951.

More than cursory interest is being manifested in the selection of Mr. Hyde's successor as general counsel. It isn't certain at all that

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New 'United States Network' Planned

Associated Also Seeking Revival of Suspended Operations

UNITED STATES NETWORK Inc., which will operate as a new network, has been organized under the laws of Delaware, with an authorized capital of 1,000,000 shares at $1.00 each. Bernard B. Smith, as counsel for the corporation, states that arrangements have been concluded with the American Telephone & Telegraph Co., under which a high quality schedule "A" program network service has been made available to engage in network broadcasting on a nationwide basis.

New net would extend from the East Coast to the West Coast, and from Los Angeles through San Francisco, to Portland, Seattle and Spokane. Reversible service has been provided, so that programs can originate not only from the East Coast and Chicago, but also from Los Angeles and San Francisco.

In response to inquiries by BROADCASTING Mr. Smith said he hoped to get the new project under way by July 1 and that possibly within a fortnight full details could be released. None of the officers or directors of the ABS project is now identified with the U. S. project, he responded. Several of the principals, it is understood, are prominently identified in the business world and in radio and advertising.

Programming Plans

The success of a fifth network, Mr. Smith stated, depends upon the skillfulness of its management, the quality of its live programming, the nature of the facilities to be used in broadcasting, and sufficient financial resources to insure its competitive position during the period of growth.

Arrangements have been made which will assure the network top-flight management at every level of network operation. Its programming service will be predicated on a unique concept that will depart in some degree from present network practices.

The network intends to provide radio stations with audience-building, live, sustaining public service programs, as well as live programs to be offered for commercial sponsorship to insure that stations subscribing to the service of the network not only can secure a network contribution to the public service aspects of radio station operation, but quality live radio programs which can be offered for commercial sponsorship, both on a network and a local cooperative basis.

ABS Revival Hope

Meanwhile, William G. Henderson, formerly station relations vice president of Associated Broadcasting System, which recently sus-

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U.S. Contends Program Control Illegal

Government Petition in WOKO Case Says Court Erred

CONSIDERATION of program service by the FCC in renewal of licenses is not authorized by the Communictions Act, the Government contended in a petition filed last week in the Supreme Court for writ of certiorari in the WOKO Albany license revocation case.

Filed by J. Howard McGrath, Solicitor General, and Rosel H. Hyde as FCC general counsel, the petition held that the U. S. District Court of Appeals for the District of Columbia erred when it said that the Commission must take into consideration past program services and the adverse effect which a denial of renewal would have on licensee's property value.

Nothing in the Communications Act warrants such interpretation, said the Government petition. "Indeed, the provisions of the Act itself and the holdings of this Court and the court below in other cases involving the licensing provisions of the Act made it clear that this interpretation is untenable," it stated.

Dept. of Justice Questions

The Dept. of Justice, on behalf of the Commission, presented these questions: (1) Whether the Communications Act empowers the FCC to deny an application for renewal on the ground of false statements; (2) whether the court below erred in reversing the Commission's order on the ground that the FCC is required to make findings on other issues even when the Commission has concluded that "an applicant's character is such that he is not qualified to receive a renewal of his license," and (3) whether, even if the Commission is required to make findings on other issues, the court below improperly required it to take into consideration the effect of a denial of an application for renewal of a license upon the value of the property used in the operation of the station.

No question as to the Commission's authority to probe into past program service was raised except in reasons set forth for granting the writ. Citing the appellate court's decision [BROADCASTING, Jan. 28], the Government petition said:

"The consequence of the Court of Appeals' holding is that the Commission, in passing on renewal applications, will be required to consider other factors such as past program service rendered by an applicant and the adverse effect which a denial of such renewal would have on the value of property used by the applicant for broadcasting purposes, and further that the Commission may refuse to renew only where considerations relating to the character of the applicant 'are of such moment as to outweigh all competing considerations.' But nothing in the Act warrants this interpretation."

In its decision the Court of Appeals held: "It is obvious that, in dealing with an application for the renewal of a license, the quality of the applicant's programs and the adequacy of the applicant's mechanical and scientific broadcasting facilities are principal among the elements to be considered." The appellate court found, also, that the Commission had ignored WOKO's past public service.

Government Contention

The Government contended, in its petition for writ of certiorari, that the Commission may refuse to deny a license on one issue, such as failure to disclose stock and beneficial ownership, without considering others. It charged that the appellate court "has clearly overstepped the boundary between the judicial and the administrative function, and has substituted its own judgment for that of the Commission on a matter entrusted to the discretion of the Commission by the Communications Act."

Pointing up the extent to which the court below allegedly overstepped its authority, the Government petition said "although the court itself points out in its opinion that the Commission made no findings with respect to respondent's program service, the court goes on to make its own findings of fact on that subject." Reference was made to the appellate court's citation of "reasonably satisfactory service," "adequate and satisfactory" service and "the high mechanical, scientific and artistic standards maintained by the station."

In holding that the Commission should have considered the effect of denial on property value, the court below "has, in effect, attempted to create property rights in a license," contrary to the Communications Act, the Government contended.

Appeals Court holding "not only seriously impairs the licensing powers of the Commission" but it is likely to have "an equally restrictive effect upon the licensing powers of other Federal agencies," said the petition.

The FCC a year ago denied renewal of the WOKO license on the grounds that Sam Pickard, former Federal Radio Commissioner and CBS vice president in charge of station relations, received a 24% interest in WOKO in return for CBS network service, but that the licensee corporation failed to disclose to the Commission that Mr. Pickard owned the interest.

Household on NBC

HOUSEHOLD FINANCE Corp., Chicago, March 30 begins new half-hour comedy program starring Stuart Erwin, film comedian, over full NBC network, Sat. 4-4:30 p. m. Program is titled *Phone Again Finnegan* and will originate from Hollywood. Account placed by Shaw-Lavally, Chicago.

Socony May Replace

SOCONY-VACUUM OIL Co., New York, sponsor of *Information Please*, Mon. 9:30-10 p. m. on NBC, through Compton Adv., New York, may replace that show for the summer with Benny Goodman and Victor Borge on July 1. Both Compton Adv. and the Dan Golenpaul office, owner of *Information Please*, deny that sponsor is dropping program permanently.

Drawn for BROADCASTING by Sid Hix

"He says a low band set's O.K., he's color blind anyway."

Gillette Airs Derby

GILLETTE SAFETY RAZOR Co., Boston, May 4 at Churchill Downs will broadcast 72d running of the Kentucky Derby, on CBS, the CBC Dominion Network and in the Hawaiian Islands, 6-6:30 p. m. (EDT). Company has sponsored event for seven years.

P&G Considers

PROCTER & GAMBLE Co., Cincinnati (Drene), sponsor of the Rudy Vallee Show on NBC, is currently shopping for another program through its agency, Kastor, Ferrell, Chesley & Clifford, New York, should they decide not to renew the Vallee show next season. Decision is to be made about April 1.

Recruiting Plans

TO ARRANGE final details for a 15-minute transcribed series on recruiting, Maj. Gen. H. N. Gilbert, War Dept. director of military personnel procurement service, will fly to Hollywood the middle of this week accompanied by Col. E. Mason Wright. Plans call for participation by more than 800 stations with C. P. MacGregor Co. producing discs.

MacFadden Places

MacFADDEN PUBLICATIONS, New York (True Story Magazine), is placing one minute spot announcements on 175 stations for four days each month at time of magazine's publication. Agency is Raymond Spector Co., New York.

Noma Spot Series

NOMA ELECTRIC Corp., New York, has appointed Albert Frank-Guenther Law, New York, to handle radio advertising for Noma toys and lights. Spot campaign of transcribed one-minute musical announcements varying from one to six times weekly started on March 15 for 52 weeks on WJZ WOR WFIL WENR WLS WTAM KXOK WXYZ WOL KQV WCOP KECA.

Cincy Campaign

CINCY PRODUCTS Co., Cincinnati (Cincy wallpaper cleaner), this month began radio spot campaign averaging seven transcribed spots weekly on the following 16 stations: WBBM WMAQ WLW WTAM WJR WGL WOOD WFBM WBIR WROL WINN WTCN KDKA KUTA KJR KIRO. Contracts for six weeks were placed by Ralph H. Jones Co., Cincinnati.

Serutan In Market

SERUTAN Co., Jersey City, currently is planning to use a quarter-hour show, five times weekly, on Mutual starting sometime in July. Format and time undecided. Agency is Roy S. Durstine Inc., New York.

Airborne Video, War Miracle, Unveiled

Vast Industry Use for Medium Foreseen By Sarnoff

By MARY ZURHORST

MIRACLE of airborne television, "eyes" of the Army and Navy in innumerable combat operations and now raising the sights of commercial television to unlimited horizons, was revealed Thursday at Anacostia Naval Air Base, Washington.

Brig. Gen. David Sarnoff, president of RCA, which developed airborne television with the Navy and NBC, called the system "monumental progress in widening television's scope of service." His speech was broadcast over WRC, Washington NBC station, at 3 p.m.

Two Systems Urged

Using the Image Orthicon tube, modified to withstand the rigors of flight, three planes flying over Washington, Baltimore and Annapolis beamed their television signals to the Naval Base.

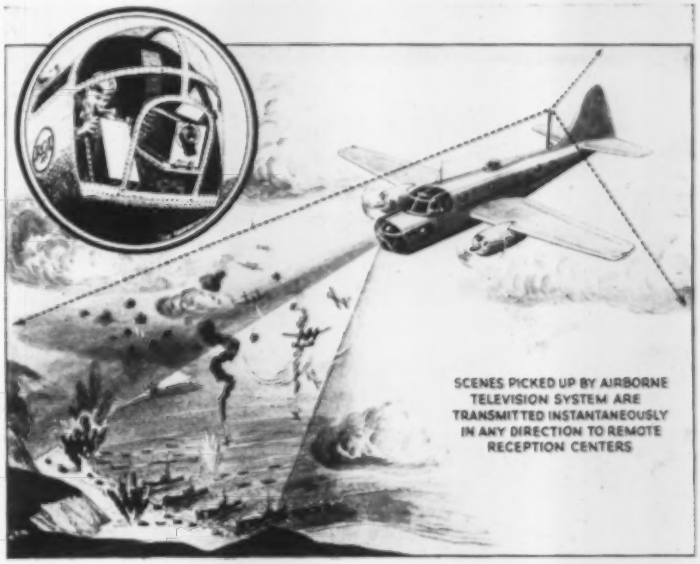
Two systems were used, "Block" and "Ring", pseudonyms tacked on by the Navy for just-lifted security.

A fast, high-flying JM-1 Marauder plane was equipped with Ring maneuverable transmitting units mounted in the planes' nose and waist and capable of sending high-quality pictures up to 200 miles. The Marauder cruised over Baltimore and Annapolis at 6000 to 7000 feet, then proceeded to a rendezvous with other Marauders which demonstrated formations and air maneuvers.

Two smaller planes with short-range light-weight and immovable Block installations in their noses, picked up scenes of Washington and the surrounding country. One of these was a two-motored RCA Victor "Flying Laboratory," the second a Navy training plane.

Pictures were shown from a bank of television receivers, arranged in the Base gymnasium in sets of two's, to demonstrate Ring and Block transmission. Simultaneously

Dr. Zworykin with the Image Orthicon tube.



SCENES PICKED UP BY AIRBORNE TELEVISION SYSTEM ARE TRANSMITTED INSTANTANEOUSLY IN ANY DIRECTION TO REMOTE RECEPTION CENTERS

action was described over the PA system by Commdr. Barney Capehart, a combat pilot and former *Collier's* correspondent.

An unscheduled thrill came when one of the planes spotted a brush fire in nearby Virginia.

All members of the Commission attended, with several staff engineers.

The Block system was used by both Army and Navy during the war, according to Rear Adm. H. B. Miller, Director of Public Information, USN. The Navy handled procurement, design and production problems in cooperation with RCA, he said. He explained that the longer-range, more mobile Ring system was developed late in the war by Navy and NBC.

Heralding a new era of combat reconnaissance, Ring can flash battle action to headquarters up to 200 miles away where decisions can be made simultaneously with the formation of battle lines. The Block transmission is useful in advanced field operations, sending back a picture from 15 or 20 miles.

Block was used by Special Task Air Group One during attacks on Bougainville and Rabaul. It was the system used also in guided missiles. A video camera was installed in the nose of the projectile, which was guided by an operator in the plane from which it had been released. In the system's first use, two Japanese ships were sunk off Bougainville.

The airborne video can also be used for observation of gunfire and reconnaissance in amphibious landings, as "eyes" in remote controlled aircraft and surface craft guidance, for transmission of maps and charts between ships and aircraft, and for many safety measures in navigation of ships and planes.

Block produces 40 frames a second in sequential scanning, with 350 lines on the receiving screen. Its transmitter has a peak power of 60 w at 264-372 mc, with special transmitting antennas for each of its 10 workable channels.

Ring uses interlaced scanning similar to commercial television but with the field frequency reduced from 60 to 40 and the frames from 30 to 20 a second. Consequently, its production is 567 lines on the receiving screen rather than the 525 lines of commercial video. The transmitter produces a peak output of 1.4 kw at 90 or 102 mc and a specially built antenna allows uni-

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Radio Fixes Wary Eye on FCC Report

Commission Regulation Of Programming Questionable

By ROBERT K. RICHARDS

A SORT OF ATOMIC chain reaction gripped broadcasters last week as it came home to them that what the FCC means by "The Public Service Responsibility of Broadcast Licensees" is not a chainbreak between clear channel studies and allocations, but a full blown production that has everything but musical bridges.

In Minneapolis, 300 broadcasters gathered at the 11th District meeting of the NAB adopted an indignant resolution in which they called upon the industry to fight the Commission Blue Book (story, page 54).

Station executives, harried and red-eyed from the annual March 15 tussle with the Collector of Internal Revenue, began filling out the program form mailed to them by the Commission. "Only a few" had filed by Friday, the FCC reported.

Commercial managers cast guilty glances at program charts which seemed so satisfactory to all but seven of the nation's listeners.

Meanwhile on one floor of the FCC in the New Post Office Building, Washington, under the direction of James D. Cunningham, chief of renewals and revocation section, feverish preparations were being made to review the program reports which were expected by March 29 from 300 licensees who now operate on temporary permits. Mr. Cunningham recently returned to the FCC after five years in the Army, where he attained the rank of colonel.

No Program Interest

But one floor, apparently, did not know what the other floor was doing —for the legal department, working in conjunction with the Department of Justice, had drawn up an appeal to the United States Supreme Court in which it is stated that the FCC has no interest in programs. Indeed, by the evidence of this appeal (page 16), the FCC has no RIGHT in the program business. This was an appeal against an adverse ruling by the Circuit Court of Appeals in the WOKO Albany case.

Even Washington radio attorneys, who have read—and possibly have written—some of the most divertingly unclear compositions that ever have fallen beneath the eye of man, were still puzzling over the FCC 139-page report of the FCC 12 days after its release.

Several opinions emerged from these examinations. Most cogent among them seemed to be that no direct action to halt Government inroads on free broadcasting could be taken without (1) new legislation or (2) judicial action defining patently the limits of the Communications Act of 1934. The latter course seemed an unlikely one in view of the Supreme Court decision in the network regulations case which defined the FCC's scope as broadly covering the "composition of that traffic."

There were some highly placed voices in the FCC which whispered confidentially, "Oh, we're just trying to throw a scare into the boys." But most of the "boys" knew, after emerging from the verbal jungle of the report, that they were encountering the first scare in captivity that had an inside curve. Certainly 208 of the licensees were sensitive to this—for that many were notified Wednesday that they were being continued on temporary license (story, page 97).

How the FCC intends to accomplish the gargantuan task of classifying returns on the several hundred stations on temporary permit because of program questions was not clear, when the Commission is faced with its greatest volume of technical business in history. The

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Color and Cost Causing Video Withdrawals

Dismissals Reach 15; Others Will Drop Out

By RUFUS CRATER

COST AND COLOR are considered paramount factors in the increasing number of withdrawals of applications for low-frequency black-and-white television stations. The number of withdrawals late last week was at least 20 already accomplished or definitely planned, and several other applicants were reported "seriously considering" a similar course.

ENTHUSIASM of many television applicants has been cooling, for two major reasons:

1. The campaign of CBS in behalf of ultra-high frequency color video.

2. The cost, as evidenced in FCC hearings.

The waning enthusiasm is seen in the mounting number of lower-band television applications withdrawn from FCC files. Late last week this number had grown to 20 withdrawn or definitely earmarked for withdrawal by their sponsors, and there were indications that more would follow.

Cost, Color Factors

Some applicants reported that color video prospects had not influenced their decisions to withdraw. Some attributed it as much to cost as to color. But a majority told BROADCASTING that they at least had been sufficiently convinced by color demonstrations to question the advisability of going into low-frequency black and white until they are sure which is better.

In the meantime, FCC is proceeding with plans to license stations for operation in the lower band. Grants have already been proposed for four Washington outlets. The Commission, unofficially conceding that the argument over black and white and color is a touchy subject, is not expected on its own initiative to move for allocation of the higher frequencies for commercial television, at least for the present. Rather, occupied with problems already on hand, it is expected to take the position that as yet there is no request for high-band commercial assignments to be acted upon.

Applications already dismissed, at request of the applicant, but without prejudice to the right to apply again, numbered 15 as of last Friday, according to FCC records. In addition, applicants for at least five others had disclosed plans to withdraw, and several other applicants were said to be seriously considering withdrawal. Commission has scheduled hearings on 65 applications. Another 65 applications are awaiting initial action.

Yankee Withdrawal

While most of the applicants cited prospects of high-frequency television as the chief reason for withdrawing their applications, it was thought that in some cases this reason was actually subordinate to the cost of carrying television until an audience is built up.

The number of withdrawals increased considerably after the Washington video hearings, in which it was estimated that installation costs would range upward from around $300,000. This was conceded to be a decisive factor for applicants who have no existing radio facilities to help pay the cost until television, whatever its final form, becomes self-sustaining.

John Shepard 3d, chairman of the board of Yankee Network, said Yankee had withdrawn its Providence application and planned to withdraw from Boston and Hartford because "we feel that the future of television lies in the ultra-high frequencies with color and finer definition in black and white."

Asserting that the regional network plans to apply later for high-frequency television in all three cities, he said "It is also our opinion that where television is not now operating on the lower channels the time lag between establishing a station on these frequencies and on the higher frequencies will not be great. Also, in cities where television broadcasting has not yet been established, we do not think we should encourage the public to buy receivers which in our opinion under these circumstances would be obsolete in two years' time."

WGAR Cleveland and WJR Detroit, according to President G. A. Richards, withdrew because they had been "convinced by the high-definition color demonstrations of CBS . . ." and "do not want to participate in a system for only one or two years or even less, which will be rendered obsolete at the end of that time, when by working a little harder and perhaps waiting a little longer we can offer the public something that they can count on for all time."

WJR plans to apply for an experimental grant in the 480-496 mc region as soon as equipment can be obtained. R. Morris Pierce, vice president in charge of engineering

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Rural Homes Have 4-Station Choice

Adequacy of Service In Secondary Areas Surveyed by FCC

By JACK LEVY

THE AVERAGE radio home in the nation's secondary service areas, populated largely by farmers, has a choice of about four stations to listen to, day or night. However, the median number of stations he can hear "without trouble" is slightly more than two.

This is the most general finding from the first phase of a survey on the adequacy of radio service in outlying sections of the country, results of which are now being tabulated by the Census Bureau for the FCC. Containing a wealth of data on stations heard in the secondary areas, the survey when completed, will be the most comprehensive ever undertaken on radio coverage of rural America.

Clear Channel Data

The survey was conducted to provide information for the clear channel hearings, which resume April 15. By that time, all the results should be available. These will comprise (1) findings obtained from a personal interview survey last summer in 85 sample areas in which nearly 8,000 households were covered; and (2) a mail survey in which 93,000 householders replied.

Tabulations from both personal interviews and mail questionnaires are projected to cover nearly 2,000,000 radio households in all secondary service areas of the country and some marginal primary service areas. It is understood the results from the interviews will closely approximate the findings of a complete enumeration.

Along with the survey of radio attitudes of rural listeners conducted by Department of Agriculture for the Commission [BROADCASTING, Dec. 10], the present survey completes the assignment of Committee 4, headed by Dallas M. Smythe, FCC chief economist, charged with supplying non-technical data for the clear channel hearings. Final reports of three engineering committees are also to be presented.

Results of the interview phase of the survey showed:

1. The number of stations heard in the various secondary areas of the country range from one to ten. The median number heard both day and night is 3.8.

2. Reception is available from only one station to 6% of the householders in the secondary areas. Two stations are heard by 15% of the householders, three by 22%, four by 24%, five by 15%, six by 8%, seven by 5%. Differences in percentages for nightime listening are negligible.

3. The median number of stations heard during the day "with trouble" is 1.3 and during the night "with trouble" 1.1. The median heard during the day "without trouble" is 2.2 and during the night "without trouble" 2.3.

4. The median number of Class I-A stations heard by householders in secondary areas is 0.8 during the day and 1.1 at night.

5. No Class I-A stations are heard during the day by 39% of the households. None is heard at night by 26%. One Class I-A station is heard by 39% during the day and by 38% during the night. Two are heard by 15% during the day and by 23% at night.

6. The median number of Class I-A stations heard "without trouble" is 0.4 during the day and 0.7 at night. The median heard "with trouble" is 0.4 during the day and night.

7. Sixty-two per cent of the households do not report hearing any Class I-A station "without trouble" during the day and 43% do not report hearing any Class I-A station "without trouble" at night. One Class I-A station is heard by 28% of the households "without trouble" during the day

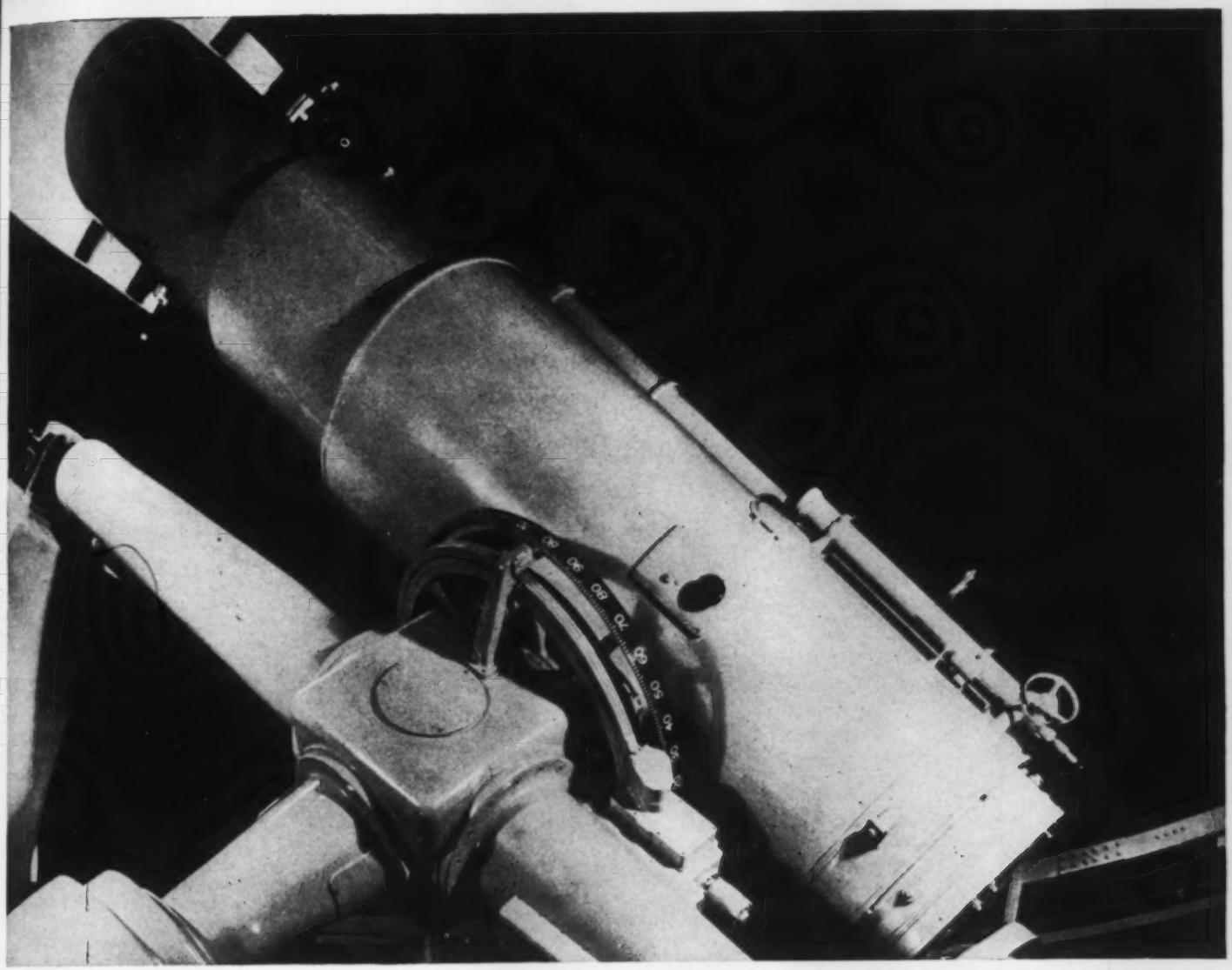
(*Continued on page 91*)

Stations Serving Rural Listeners

WHICH stations best serve the needs of rural listeners? The survey on adequacy of radio service in outlying sections of the country, now being completed by the Census Bureau for the FCC for the forthcoming clear channel hearings, provides the first official data on this subject.

Projected to cover nearly 2,000,000 radio households in the nation's secondary service areas and some marginal primary areas, the survey shows the median (midpoint computed from reports of householders) number of clear channel, regional and local stations heard in these areas. The following table shows the median number of stations of the various classes heard during the day, at night, and the median heard "without trouble":

Class of station	Day	Night	Without Trouble Day	Without Trouble Night
I-A	0.8	1.1	0.4	0.7
I-B	0.4	0.5	0.3	0.4
II	0.4	0.4	0.3	0.3
Regional	1.5	1.2	0.9	0.6
Local	0.5	0.4	0.4	0.3



Phobos & Deimos got out of line

Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars . . . the other farther away.

If even the law of gravity can be shaken up some . . . then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

For instance in Baltimore, the successful independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Q. E. D.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Engineers Probe Electronic Advance

FM and Television Top Ohio Conference Discussions

ENGINEERING problems of the postwar period, along with progress in electronic arts during the war, were laid before the Broadcast Engineering Conference which met all last week on the campus of Ohio State U., Columbus, first meeting since 1942.

Technicians from all branches of electronics took part in conference meetings and group sessions. Sponsors of the conference are Ohio State U. and U. of Illinois, with NAB and Institute of Radio Engineers cooperating.

Important among conference results, according to Dr. W. L. Everitt, head of electrical engineering, U. of Illinois, was the opportunity to study the way different companies handle FM and television. Dr. Everitt led a Saturday symposium on FM methods.

Record Attendance

With some 500 delegates present, largest attendance in history, the conference opened Monday morning with an address by A. B. Chamberlain, CBS chief engineer, who said FM, television and radio relay systems were speeded to a pace double or triple prewar times. Lifting of restrictions on VHF FM offers a challenge to ingenuity and progressiveness in developing the new forms of the radio art, he said.

Charles Singer, assistant chief engineer of WOR New York, urged engineers to install systematic checks on all equipment. He reminded that a prewar poll showed radio was off the air only one hour per year.

Keron C. Morrical, of RCA Victor, Indianapolis, described operation of semicircular walls which sweep out, proving equal intensity of sound waves.

Ten companies had exhibits at the Hotel Chittenden, across the street from the Fort Hayes. They were: Andrew Co., Collins Radio Co., Federal Telephone & Radio Corp., Gates Radio Co., General Electric, General Radio Co., RCA, Radio Engineering Labs., Western Electric Co., Westinghouse Electric Corp.

Antenna Discussion

Antenna patterns and the Antennalyzer were discussed by Dr. George H. Brown and Wendell C. Morrison, of RCA Victor at the Tuesday meeting. They explained that the Antennalyzer gives instantly a visible radiation pattern for any arrangement of towers up to five and showed it in actual operation.

Magnetic recording techniques were discussed at a symposium led by Lynne C. Smeby, Office of the Chief Signal Officer, War Dept., with S. J. Begun, Brush Development Co., H. R. Roys, RCA Victor, and Howard Chinn, CBS, assisting. Stromberg-Carlson demonstrated a wire recorder and Brush displayed its latest device.

Symposium speakers indicated much development work must be done in magnetic recording, implying that though wire leads the field now there are vast possibilities for the tape principle.

Paper on general acoustical problems in broadcasting was read by E. J. Content, WOR New York.

Symposium on VHF

A Wednesday symposium on VHF antenna and coupling circuits was led by George Sinclair, Ohio State U. Taking part were M. W. Scheldorf, GE; R. F. Holtz, RCA; A. G. Kandoian, Federal Telecommunication Labs.; P. H. Smith, Bell Labs. Mr. Scheldorf described GE's new "doughnut" antenna, said to be easy to feed. Mr. Holtz explained RCA's "superturnstile," with capacity for broad tuning. Mr. Kandoian told of Federal's "square" antenna, also said to be easy to feed. Mr. Smith claimed Bell's "Cloverleaf" is easy to feed, easy to tune and has a fine pattern.

Television station symposium was led by Robert E. Shelby, NBC, with discussion centering on layout, personnel, equipment checks, and mobile equipment.

H. O. Peterson, RCA, read a paper on radio relays for television and FM, covering laws of radiation, antenna gains at high frequency, internal receiver noise in repeater stations and relation of VHF and UHF FM and television relays in network links. Discussion indicated UHF has good possibilities in freedom from interference and low power requirements.

At the Thursday morning session Stratovision was discussed by C. E. Nobles, Westinghouse Electric Corp., and W. K. Ebel, engineering vice president of Glenn L. Martin Aircraft Co., who have pioneered this new art. They described broadcasts from a plane transmitter picking up a signal and relaying it to other planes by line of sight.

Alphabetical list of those registered follows:

A

Ackerman, United Bcstg. Co., Cleveland; Adams, Ernest L., WHIO Dayton; Alderhold, Harvey J., WRDW Augusta; Adler, Ben, ABC, New York; Akerman, Ben, WGST Atlanta; Alden, E. E., WIRE Indianapolis; Alexander, H. G., Gates Radio Co., Quincy, Ill.; Allen, Albert B., WWJ Detroit; Almas, S. L., K-L-A Laboratories Inc., Detroit; Amoo, Lloyd R., Jamestown Bcstg. Co., Jamestown, N. D.; Anderson, H. V., H. V. Anderson & Assoc., New Orleans; Anderson, J. E., Columbus; Anthony, G. E., WELD Columbus; Aram, N. W., Zenith.

(Continued on page 93)

Philco Drops Video Bid, But FCC Protests Action

SELECTION of the final successful applicants for the four video channels in Washington still is in doubt—although Philco Products Inc., in a letter to the FCC has asked to withdraw its application.

The Commission earlier had tentatively granted three of the four channels to: NBC, The Evening Star Broadcasting Co. (WMAL) and Bamberger Broadcasting Co. (WOR New York). The fourth channel was left unassigned in the proposed action. With the application of The Capitol Broadcasting Co. (WWDC) denied, FCC said final channel was available to either Philco or Allen B. Du Mont Labs.

In a letter to the Commission March 20, Philco protested the action of the FCC, said it was withdrawing its application. In taking action, John Ballantyne, Philco president, stated his conviction that there is "ample grounds to contest the decision." He said his firm had decided against this procedure, however, because "we have no desire to engage in controversy with other groups who are anxious to obtain television stations in Washington."

A Commission letter, dated March 22 and signed by Acting Chairman Denny, protested Mr. Ballantyne's observations and said the Commission is taking no action on the request to withdraw without prejudice. Mr. Denny wrote that the action in question was a proposed one, and not final; that in the original proposed report, the FCC had specified that Philco and Du Mont could bring the matter to hearing by petition; that Philco, even now, could seek and obtain such hearing, by filing exceptions as against any of the others who received proposed grants.

"You can be assured," wrote Mr. Denny, "that the establishment of television service will not be delayed if Philco elects to proceed with its application rather than to withdraw without prejudice." He added that the original proposed finding directed attention to that portion concerned with ownership of television stations by a network in Washington. Argument on this point, he said, is being scheduled for April 17 and "final decision will be rendered promptly after the conclusion of that oral argument."

Meanwhile, in New York, Leonard P. Cramer, vice president and director of the television broadcasting division of Du Mont Labs, had praised Philco for withdrawing.

"The granting of this commercial license to Du Mont will be of great value in the proposed nationwide television network enabling Du Mont to originate programs of national interest from the Nation's Capital," he observed.

Fulton Introduces Daylight Time Bill

Heavy Opposition Is Expected For Measure in House

A BILL to put the nation on daylight saving time from the last Sunday in April until the last Sunday in October was introduced last week in the House by Rep. James G. Fulton (R-Pa.), who said a temporary return to daylight time would enable the country to produce more food for starving peoples abroad. His bill (HR-5843), however, is expected to meet heavy opposition.

Rep. Chester H. Gross (R-Pa.) opposed the bill, declaring: "I am thoroughly disgusted with all this sympathy for the farmers that comes from the city." He said farmers would "lose a lot of valuable time" under daylight saving.

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, is opposed to daylight saving time, following scores of complaints by farm and school organizations during wartime that fast time worked undue hardships on them.

Rep. Fulton contends that daylight saving time would give victory gardeners an extra hour daily to produce food. Farmers, however, argued that they must work by the sun.

Charles G. Ross, White House secretary, said last week that President Truman would not order daylight time for Federal establishments, although he was in favor of uniform daylight saving time throughout the nation. The President earlier had said he would approve daylight time if Congress passed it.

Should the nation remain on standard time, the eastern seaboard likely will resort to daylight time the last Sunday in April, following a long prewar custom. In such event radio schedules would be disrupted on virtually every station in the country, although there is a move within the broadcasting profession to keep radio on a single time.

Truman on All Nets

PRESIDENT Truman's Jackson Day dinner address Saturday night was to be carried by the four major networks at 10 p.m. EST. A speech by Secretary of Commerce Wallace also was scheduled for broadcast, although those of Democratic National Chairman Robert Hannegan and Mrs. Charles W. Tillett, vice chairman, were not to be aired.

Launches Ad Campaign

HUGHES-AUTOGRAF BRUSH Co., New York, plans major consumer advertising campaign for lucite hair brushes. Advertising copy—for which radio and television will be used—will credit use of right hair brush for good grooming and hair beauty. Ferry-Hanly Co., New York, is agency.

over the top!

in radio time selling means exceeding quotas. Weed's policy of continuous selling wins the blue ribbon for outstanding performance when it comes to delivering signed contracts. You can rely on Weed and Company's time-wise representatives to render consistently topnotch service.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

Here IS Tremendous Farm Coverage!

KFNF

"The Friendly Farmer Station"

In One Campaign

Distributed For

A NATIONALLY KNOWN SPONSOR

29,518

Free Booklets

Through 430 Counties

Around Shenandoah, Iowa

(94 Counties in Iowa, 80 in Nebraska, 87 in Missouri, 75 in Kansas, 50 in Minnesota, 44 in South Dakota. A total of 430 . . . or . . . more than 75% of ALL the Counties contained in the six state area.)

HERE IS FARM COVERAGE—WHERE IT COUNTS. iT EXPLAINS WHY THIS SPONSOR HAS CHOSEN KFNF FOR 7 CONSECUTIVE YEARS. WHY SO MANY PEOPLE WHO KNOW KFNF RESULTS FROM PERSONAL EXPERIENCE SAY—INFORMED SPONSORS BUY—

1000 W. **KFNF** 920 kc

Shenandoah, Iowa

For Availabilities, Wire or Call FRANK STUBBS, SHENANDOAH, IOWA

RECORDINGS OF PROGRAMS by Army Air Forces Band, dedicated to the State of Missouri, were presented to President Truman by Charter Heslep, MBS Washington representative. Program was first in new series, *This Is Your Country*, created by WOL Washington and fed to MBS. Left to right: Merle S. Jones, manager, WOL; Capt. George S. Howard, band director; President Truman; Mr. Heslep; Gen. Carl A. Spaatz; Brig. Gen. B. M. Hovey Jr., commandant of Bolling Field.

RADIO GETS THIRD OF BUDGET

Lauerman's Department Store Spends Big Share —Of Money on Air; Cites Results Obtained—

By JOHN BURKE

Advertising Manager, Lauerman's Store, Marinette, Wis.

THE MANAGER of a large department store in a city of approximately half a million was asked recently how much of his total budget was devoted to radio in comparison to other media.

"Oh, we're quite heavy on radio," he answered. "It accounts for 8% of our budget."

When the statement was repeated to me I was amazed and launched an inquiry in several stores, all doing business in a wide area, to learn how much of their advertising dollar went into radio.

The percentage varied, but the smaller the town, the smaller the percentage. That might not be surprising, but when department stores, who consider their trading area to include several counties, or even a large section of a state, are spending only 8% to 10% of their total budget on the very media that could best cover a large area, there seems to be something wrong!

The sour fact remains that most retail advertising executives today wouldn't think of matching their newspaper appropriations with a radio expenditure. The fault certainly lies with the folks who have most to gain by selling radio time: the station salesman and their "chiefs."

WMAM Case History

Proof can be found in the "case history" presented by WMAM in Marinette. WMAM found itself a time buying customer that had far more experience in radio than many stores in big city areas. Lauerman's store at Marinette has often been referred to as the "Largest Small City Store in America." Obviously, business from a large area is needed to support this department store in such a location. Customers from over 200 miles away are not a novelty at this store.

Lauerman's was one of the earliest radio advertisers in the department store field, and when WMAM was opened in 1939, one of the first contracts signed was with this store.

It is interesting to know that Lauerman's today matches a rather extensive daily newspaper advertising budget, in two daily newspapers, with their radio budget. Instead of 8% or 10% of the budget going to radio, 33% is spent in "airing" advertising. In Lauerman's present radio picture, certain well-marked trends can be noted. In the first place, the store has neatly snubbed most of the favorite department store programs. There are no "Sally Shoppers" programs, few "Musical Clock" announcements, no energetic little elves or kiddies' programs at Christmas time.

Factual Study Made

Before the radio budget was stepped up to its present size, a factual study was made, from past experience of what type of radio advertising had been most resultful. Certain types of merchandise, those which fluctuated a great deal in price, due to day to day market conditions, or those with hard to remember prices were eliminated from radio advertising.

As an example, the grocery department has been sold as a service institution, so was the drug department. Merchandise with an established price, where the store's low price policy was quickly apparent, sale prices and big events were worked hard. Institutional advertising was limited to the store's price policy, trading stamps, anniversary sales, tie-ins with local history, with Christmas and similar events. At least 75% of the time bought by the store in the past year has been on news programs. The public is accustomed to retail advertising with their news. Polo games, basketball games, high school football games, all carry Lauerman's sponsorship.

(*Continued on page 67*)

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

Department of Commerce statistics prove North Carolina *leads the South* in salaries and wages. In 1942 nearly 430 million dollars was paid out for services here. That sum nearly *doubles* the average for the nine other Southern states, and leads the second-ranking Southern state by more than $92,000,000. North Carolina has the cash with which to buy what it wants!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Is Television Art Ready for the Public?

Program Material To Be Needed For Debut

By CHARLES B. BROWN
President, Colonial Film Productions Inc.

IS TELEVISION ready for the public or is it not?

Is the public ready for television?

There have been enough pontifical statements on these issues to supply script material for the programming of a video station from now until its obsolescence.

Color or Not

Television not only survived the war, but emerged from it a sturdier and more promising art. There is little question but that television has attained its majority and is qualified to wear long pants. The question appears to be: Will they be black-and-white pants or multicolored?

What difference does it make if pants are black and white or many-hued if they serve the purpose for which they are designed?

Admittedly it might make a considerable difference to the tailor who wanted to sell them and wished to satiate his esthetic senses. But his enthusiasm probably would meet with a cold response from the customer who stood before him garbed only in shorts seeking not beauty, but utility.

Perhaps the figure could be carried beyond this. The important factor is: What about this plethora of words arguing on the one hand that television is ready and on the other that television is not ready?

Weasel words are uttered by both sides in all too many cases. Sure the stakes are high, and heavy investments are endangered. Certainly profits are due for a sag for those who have been carrying the load and will continue to carry the increasingly heavier load as the industry begins to expand.

There is, however, no earthly reason why RCA-NBC, General Electric, CBS, Philco, DuMont, Balaban & Katz, Don Lee, and others (in total, all too few) should continue to carry the major portion of the burden from here on. Millions have been poured into this medium with practically no return to date; yet all too few advertising agencies and still fewer advertisers have given television a sufficient share of their budget to help speed the day when they will profit greatly from this new medium.

Experience Needed

Perhaps they have not been approached properly; perhaps the industry confusion has held them off; whatever the reason, their money, their wide experience, their judgment and their background in using the other forms of mass-communication and entertainment are sorely needed now and must be joined in fullest cooperative effort.

It is not enough, just for the sake of the record, to give the title of manager, or vice president in charge of television, to some already-harassed soul. Television, as a matter of fact, has now in its working ranks some of the keenest minds and ablest hands to be found in many fields, be it creative or management. It is a sore point with these men to witness some of those who, without benefit of contribution, have moved in and have suddenly blossomed out as spokesmen for so great an industry, so important a medium of communication.

"Is television really ready?"—is a question the writer has heard from one end of America to another. My answer is, "Yes, by damn! She is ready." What do we really mean by "ready"? Just this: Despite the generally poor program level, television is now sufficiently satisfying to those owning receivers that not very long ago it was impossible to purchase one from an owner in the whole New York area, even at twice the purchase price of the receiver when new.

Thorough Research

I have personally given television every test I could think up or devise during the past couple of years. I have held continuous weekly viewing sessions in my apartment in Philadelphia. To these programs I invited typical groups ranging from children to adults. All classifications of people have been present. I carefully questioned each group and noted their program preferences. I placed a program on NBC's WNBT for the past year, and with the able direction and help of Paul Alley, manager of Motion Picture Film, used various types of motion pictures.

With John Royal's direction and the assistance of his highly efficient staff at WNBT, RCA-Victor presented many programs to special groups. Costs on the RCA-Victor *World In Your Home* program and these special presentations have ranged from $100 to several thousand dollars per program.

Guests were invited to these programs—some confirmed skeptics, others who had probably never thought much about television at all. Individual businessmen, school teachers, professional men, all classifications and types were represented.

In no individual case did either those in my home, or those attending the programs in New York, ever say they wouldn't like to own a television receiver. Every last one said, "Yes, I would like one now, today."

Is television ready? Ready for whom? The technician or the scientist? No, they will always be, and logically so, on the path of the still newer, the still further improved. Ready for a few rich individuals who because of their particular investments prefer the status quo of present radio and box office income? No! Television is not ready for such as these. Capital has always had in its ranks those who thought that progress was an opportunity, an organization enjoyed only until its owners were financially secure themselves. But these few do not represent either the great organizations who still remain progressive, nor the people who want television now, today.

WITH current word battles over black-and-white vs. color television, the author points to what he calls the main issue—when will some kind of television service be given the public. He is concerned about the programming aspects and suggests that some active promotion on behalf of the new medium should be undertaken. Mr. Brown was NBC station promotion manager and RCA director of promotion and advertising before forming Colonial Film Productions.

Mr. Brown

Is television ready for the people? Yes, television is ready for the people, and the people want it—want it because they want to see and hear their fellowmen at home and abroad whenever they desire; want it, because they sense that it will become one of the great humanitarian tools by which to bring peace, harmony and understanding into a world which sees little and knows less about the other man; want it for the entertainment and instruction it will bring into their lives; want it because of the thousands of jobs it will provide. Yes! They want it, too, because of the joy and cheer it will bring now, today, into the lives of thousands of shut-ins, servicemen and others who yearn for this vicarious companionship with the world outside.

Six-Point Program

What, then, can be done; what must be done with television in 1946, if it is to get its hard earned chance to serve people who want it now, today?

As I see it, there are six points in any suitable project for television in 1946. They are:

1. More attention from top men in management, particularly in the direction of policy and action in selling, promotion, publicity, advertising and above all, in programming.

2. A specific program by which to improve motion picture film for television, both as to contrast, sharpness and brilliance, and the story material as well.

3. Package studies to determine changes required to bring out package values in black and white reproduction.

4. An agency and client program on programming itself with particular attention to motion picture film and for the purpose of building adequate libraries of non-dated material.

5. A cooperative, informative, continuing-report advertising campaign by all those in the industry—receiver manufacturers, networks and other interested organizations who believe that television is ready, and who intend doing something about it.

From The Garden

6. A joint Madison Square Garden television show this summer or fall, when the new receivers come off the lines. The show would go on the road just as the Stensgaard organization handled the Pullman Show in major cities. It would tell, yell, sell television now, today!

Several hundred thousand receivers, it is reported, will be off the production lines this year. If true, where is the programming coming from? Who will promote sufficient top quality motion picture material? Who will have a quality library of entertainment and instruction which will carry them along until additional material is available?

Colonial is helping one or two prepare now, but it will take many Colonials by other names even to begin filling the requirements. It won't be, "'come and get it"; rather "try and get it."

The program we have set forth can be done. Will it all be done? We think so; in any event, our money is on the line, our shoulder to the wheel along with a number of other entrepreneurs—large and small—who have sufficient prescience and courage to persevere.

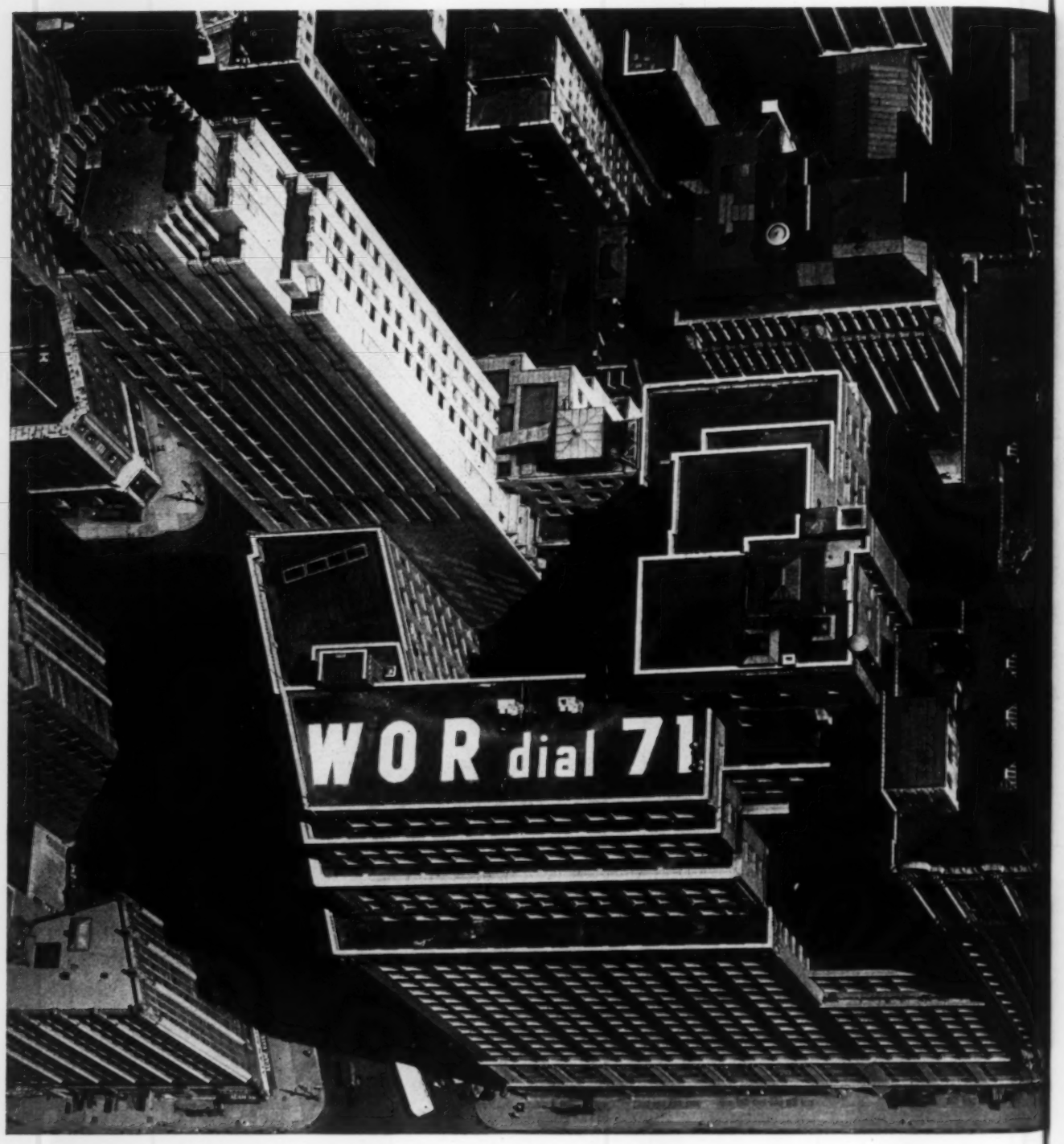
Texas Co. to Announce

TEXAS Co., New York, March 30 will present Wagner's "Die Walkure" as 18th and final Metropolitan Opera broadcast of the current season from the Metropolitan Opera House, New York, on 213 ABC stations. During performance announcement is expected to be made of the six "listeners' choice" operas to be broadcast next season. Agency for Texas Co., is Buchanan & Co., New York.

these walls have ears...

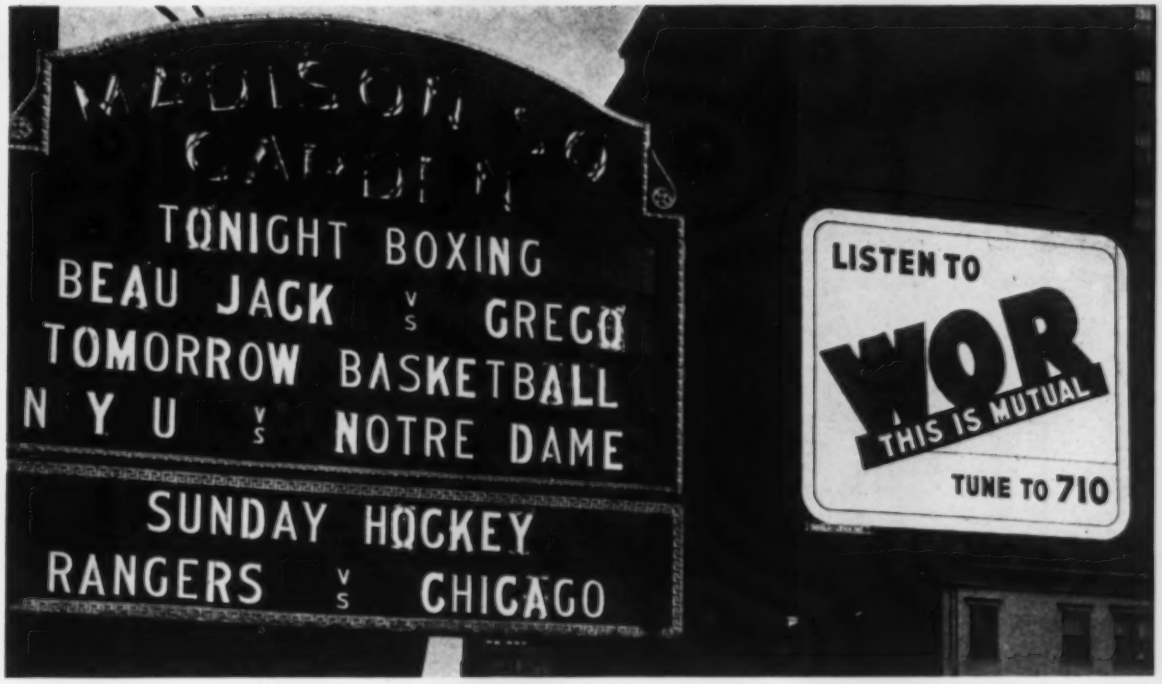
Approximately 2,000,000 people a day see and read these massive WOR outdoor signs located at Manhattan's busiest crossroads. Spectacular promotion? Yes, we think so. But typical of the way WOR constantly - and dramatically - seeks out new ways to lure more and more listeners to its sponsors' shows.

• • • •



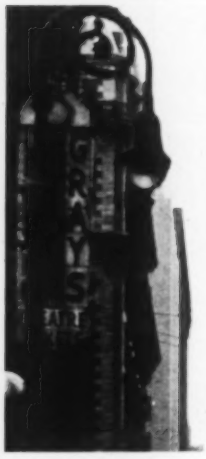
Discontinued during the war, but now being prepared again, this great spectacular monopolizes the roof of WOR's home at 1440 Broadway, in the heart of Times Square. Simply, but powerfully, it keeps WOR before the eyes of thousands in surrounding skyscrapers; strikes the eyes of hundreds of air travelers.

Radio City crowds catch this one at 50th Street and 6th Avenue



Madison Square Gardeners can't miss this on 8th Avenue

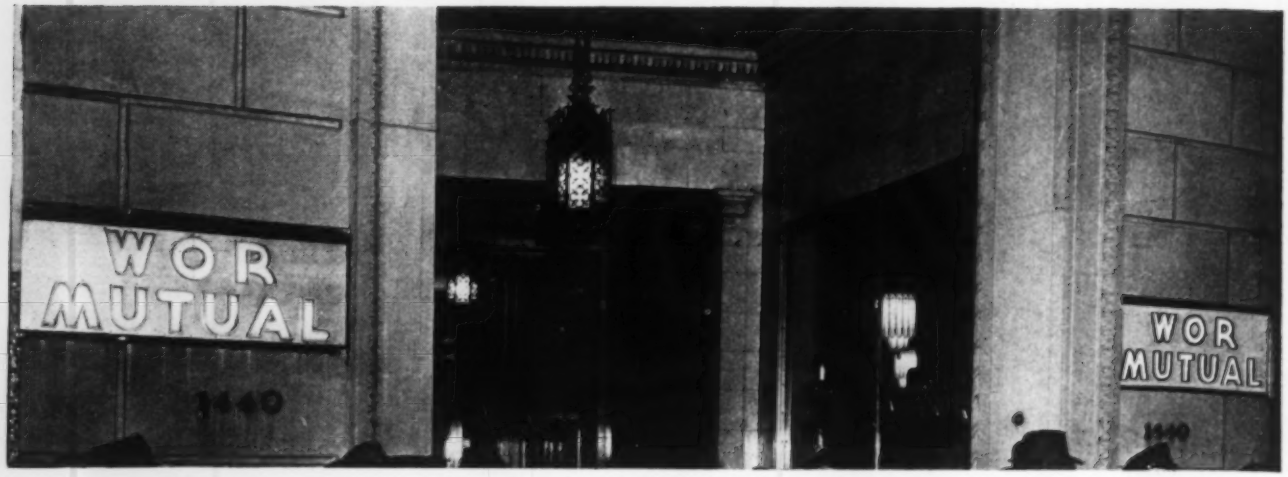
Times Square, on the
7th Avenue side



Times Square, looking down Broadway towards 1440

times square

WOR Mutual Theater, on gay,
crowd-crowned 52nd Street



Long into the night WOR's illuminated door placques strike the eyes of Broadway's theater, movie, opera, homebound throngs

Large windows
facing 41st Street work
for sponsors, too.

– that power-full station **WOR**

at 1440 Broadway, in New York

MUTUAL

U. S. Shortwave in Russian Language Soon

State Dept. May Return All But Five Stations

By BILL BAILEY

RUSSIAN-language broadcasts will begin from U. S. shortwave stations in near future if Congress passes Bloom bill to authorize State Dept.'s international information program and grants necessary appropriations. BBC began such broadcasts Sunday despite Russian objections, although Russia already is beaming English-language programs to U. S. and Britain. State Dept. soon will announce future shortwave policy for U. S., in which Government is expected to retain five or six transmitters, returning others to private ownership. Bloom bill opponents will vote to bring out measure when assured State Dept. has weeded out employes with leanings toward other types of governments.

DESPITE objections from Russia, the U. S. within a short time is expected to begin shortwave broadcasts in the Russian language, following announcement by the British Broadcasting Corp. that effective Sunday (March 24) Britain was to start Russian-language programs.

At the same time it was learned that the State Dept. will announce its policy with reference to international shortwave broadcasting before the 1946 fiscal year ends June 30. Based on testimony before the Rules Committee on the Bloom bill (HR-4982) to authorize the State Dept.'s international information and cultural relations program, it was indicated that the State Dept. will return all but five or six international shortwave transmitters to private owners, retaining those few exclusively for Government broadcasts.

Depends on Bloom Bill

Starting date for the U. S. newscasts in Russian, which will be designed to tell the Russian people the real story of America, depends on passage of the Bloom bill. Stymied in the House Rules Committee, the bill will be brought out, it was learned last week, just as soon as the State Dept. "cleans house." One member of the Rules Committee declared:

"If the American system is to be sold, it should be sold by loyal citizens who believe in America and not by pro-Communists." At the same time it was learned that a large number of former Office of War Information employes and some in the Office of Inter-American Affairs (taken over last fall by the State Dept.) were sympathetic to Communism and forms of government other than the American free system.

During hearings before the Rules Committee on the Bloom bill [BROADCASTING, March 18], Rep. Clarence J. Brown (R-Ohio) asserted that hundreds in the OWI during the war were not citizens of the U. S. They believed in other forms of government, he said.

Rep. Brown assailed shortwave broadcasts under OWI during the war, declaring that they were used to belittle members of Congress. During the hearings it was brought out that several OWI broadcasts sarcastically criticized certain Senators for their respective stands on issues, while they praised others.

Cox Inquiry

Rep. E. E. Cox (D-Ga.), former chairman of the House Select Committee to Investigate the FCC and an outspoken anti-Communist, asked if the U. S. would permit or welcome broadcasts from a foreign country to the extent contemplated by the State Dept. Rep. Bloom (D-N.Y.), chairman of the House Foreign Affairs Committee, who appeared in behalf of his bill, said such broadcasts are taking place now.

An analysis of Russian broadcasts beamed to the U. S. in English shows that Russia uses seven transmitters and operates 3½ hours daily, except Sunday, when the broadcast time is cut to 20 minutes — 1:30-1:50 p.m. EST. Some months ago both BBC and U. S. officials discussed the broadcast of Russian-language programs. Moscow objected, however, contending that Russia's conception of democracy differed from that of the U. S. and Britain. A Russian spokesman is reported to have said that in Russia the government thinks for the people, whereas in Britain and the U. S. the people are given all the facts and think for themselves. His plea was that a maze of facts would "confuse" the Russian people.

Should the Bloom and appropriations bills pass Congress the U. S. will join Britain in beaming Russian-language broadcasts to the Soviet. It developed at Rules Committee hearings that in the Balkan States U. S. newscasts are transcribed by newspapers and published as the only outside news appearing in local publications, other than Russian-inspired items.

Although a majority of the Rules Committee—both Democrats and Republicans—have blocked floor consideration of the Bloom bill, those members have expressed sympathy with the State Dept.'s attempts to develop a U. S. informational program for other parts of the world, particular Russia.

The question arose as to the effectiveness of U. S. broadcasts in the Russian language. One member said he understood that Russians were not permitted to listen to any broadcasts except official Moscow radio. A member of the Foreign Affairs Committee stated, however, that Russia has several thousand sets with shortwave bands and it would be difficult to deny all Russians the U. S. broadcasts.

Follow Britain's Leads

At State Dept. there was a general feeling that the U. S. should follow Britain's lead in broadcasting to Russia, but officials hesitated to start the program unless Congress gives authorization after June 30, close of the 1946 fiscal year. Shortwave broadcasts now are being conducted under the war emergency and 1946 fiscal year appropriations.

Pending before the House Appropriations Committee is a budget request of $25,000,000 for the State Dept.'s international information and cultural relations program. This anticipates employment of 1,500 American citizens in the U. S. and 372 citizens in the foreign service. One objection to the Bloom bill and the covering appropriations bill is the fact that the number of citizen employes is fixed, whereas the State Dept. would be given blank check to hire as many aliens as it saw fit. These foreigners would be used as translators, clerks, messengers, etc., mostly abroad, State Dept. officials said.

Until the State Dept. announces its policy, international shortwave broadcasting remains status quo. Testimony before the Rules Committee was that the State Dept. plans to operate no more than five transmitters, as against the 36 in operation at wartime peak.

Split-Operation

That led to speculation that the Government plans to return to private ownership all but five stations. It was learned that the State Dept. does not favor split operations such as parttime programming by the Government and parttime by private industry. Secretary of State Byrnes is understood to feel that the Government must operate fulltime or not at all; conversely he is said to feel that if shortwave stations are in the hands of private owners, they should not be utilized, even parttime, by Government.

Paul W. Kesten, now CBS board vice chairman, submitted a plan whereby the Government would operate certain stations and return the others to private owners. His plan was set forth, along with several others, in the postwar memorandum submitted by Dr. Arthur W. Macmahon, professor of political science, Columbia U. and consultant to the State Dept. on administration [BROADCASTING, Dec. 31].

Of the split system Dr. Macmahon commented: "Probably the truth is that the appeal of shortwave radio among the opinion-influencing classes throughout the world will not be based on its ownership. It will be based upon the reliability of the radio news and news commentary."

ALABAMA EXECUTIVES met this month in Birmingham to discuss formation of association for stations within state and plan expansion of facilities in Alabama. They are (front row, l to r): K. G. Fraser, WMSL Decatur; Guy Mangrum WJHO Opelika; J. W. Buttram, WHMA Anniston; Howard Pill, WSFA Montgomery; Les Connor, WBRC Birmingham; (second row) Ed Reynolds, WJRD Tuscaloosa; W. A. Pollard, WBHP Huntsville; Henry P. Johnston, WSGN Birmingham; Julian Flint WSGN; Bill Terry, WJLD Bessemer; Bruce Brown, WHTB Talladega, (third row) W. W. Junt, WSFA; Martin Smith, Sparrow Adv. Agency, Birmingham; Thad Holt, WAPI Birmingham; M. K. Vickery, WMSL; M. Wyatt, WJHO.

FORESIGHT...

Foresight is *not* a gift, but an outgrowth of experience . . . a blend of skills and capacities, sharpened by a desire to peer beyond the horizon. Foresight made WWJ first in Detroit, as well as the first station in the nation. WWJ pioneered programs and policies that resulted in a noteworthy record of "firsts." Not content to rest on its laurels—and conscious of the responsibilities of leadership—WWJ constantly exercises foresight to conquer new worlds . . . to the greater enjoyment of its listeners and the inevitable benefit of its advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS

Steamship Radar In Commercial Use

Westinghouse Installs System On Baltimore-Norfolk Line

RADAR for steamship navigation, installed by Westinghouse Electric Corp. last Monday, was placed in first regular use on the Old Bay Lines' *City of Richmond*, operating between Baltimore and Norfolk.

According to C. J. Burnside, manager of Westinghouse Industrial Electronics Division, the electronics device provides navigational aid and anti-collision protection in any weather. The first demonstration last week showed the radar used on optional radii from 100 feet to 32 miles.

Obstacles Seen

The entire picture of shoreline obstacles, other boats and navigational obstacles in the channel is reproduced on the disc-like face of a seven-inch cathode ray tube. The radar utilized for steamship is a simplified version of that used by the military, since the precision of the latter is not demanded. Unit operates in frequency band of 9320-9430 mc.

Installation is in two parts: the antenna mounted under a mushroom-like plastic dome atop a 5½-foot pedestal on the wheelhouse roof, with the modulator, preamplifier and other frequency components in the weatherproof base of the pedestal; and the receiver-indicator console, a cabinet located on the bridge. Power for operation is provided through a below-decks rotary converter from the ship's main power supply.

Paltridge Heads Group

J. C. PALTRIDGE, promotion manager of KFI Los Angeles, resigns that post effective April 15 to become president of San Fernando (Cal.) Valley Broadcasting Co. Group has made application for 1000 w station in San Fernando and reportedly plans spending about $100,000 before starting operation. Call letters KSFV or alternate KVAL have been requested. Offices and studios will be maintained in San Fernando with transmitter to be located approximately two miles south from town. Remote studios are also planned for southern end of the valley. Operation and policy will be along community lines with stress laid on local special events and community activities, it was stated. Mr. Paltridge currently is in Washington, D. C., for conferences on station application.

Helen Hayes on WABC

WABC New York, in association with the Catholic Actors Guild on behalf of the 1946 appeal of the New York Catholic Charities, today (March 25) presents Helen Hayes in a special broadcast 10:30-11 p.m. portraying lead role in a dramatization of the life of St. Frances Xavier Cabrini, first American citizen to be canonized. Mother Cabrini's canonization was approved by Pope Pius XII and the Sacred College of Cardinals in Rome last month at the public consistory marking investiture of 32 new members.

Churchill Is 'Off'

"IS CHURCHILL on today?" asked an unidentified person calling WSPR Springfield, Mass., a fortnight ago. "Just a moment, I'll see," answered the receptionist. After finding out from the control room that WSPR's Engineer Winston Churchill was not on duty, the girl reported, "Mr. Churcill is off today." The following five minute conversation can best be described as a new version of "Who's on first," etc. By now the receptionist is wishing that England's Churchill would go home and clear up her confusion. And so is WSPR's Churchill.

IER Sessions Slate Four Foreign Speakers

REPRESENTATIVES of a half-dozen nations will add international flavor to the 16th Annual Institute for Education by Radio at Columbus, Ohio, May 3-6. Among those to speak will be Dr. P. H. Frederick Chao of Chunking, China; Dr. Arno Ruth of Geneva, Switzerland; William Bearup, overseas representative in London for Australian Broadcasting Commission; and Christopher Cross, former director of public relations for the North American office of BBC, now UN radio liaison director.

Institute epects an attendance of over 1,500 persons from all fields of radio and education. Dr. I. Keith Tyler, head of radio education at Ohio State U., is chairman of event.

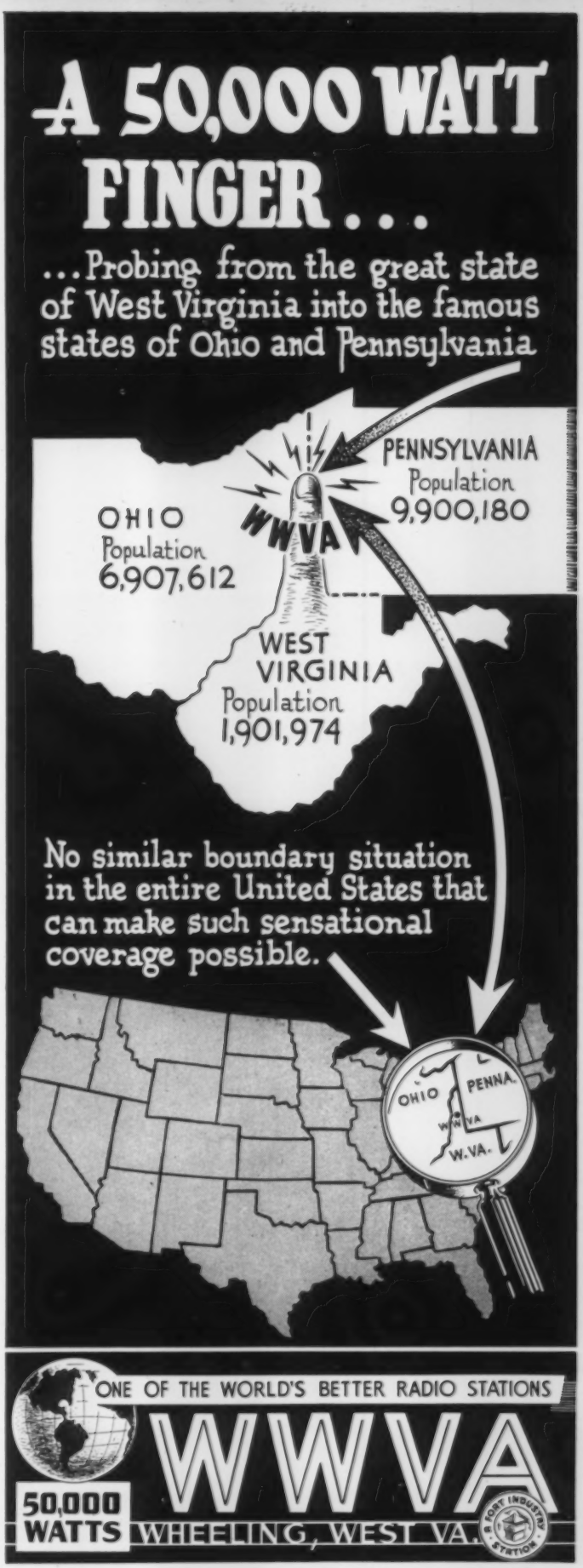
* * *

Religion in Radio

Claims that the atomic age demanded certain changes in the radio picture were voiced by Rev. Frank H. Nelson, director of the bureau of institutional broadcasting, to the annual pastoral conference of the Pacific School of Religion in Berkeley, Calif. Rev. Nelson contended that with the advent of peace, radio will be instrumental in making the peace "interesting." He added. "Radio has made the world one brotherhood."

Curtis N. Browne

CURTIS NORTHROP BROWNE, 55, a vice president and director of Albert Frank—Guenther Law Inc., New York, died suddenly March 17 at his home in Hewlett, L. I. He had been Mayor of Hewlett Harbour, an unsalaried office, since 1942. Several years before 1921 when he joined Albert Frank—Guenther Law advertising agency he was associated with American Sugar Refining Co. He leaves his wife, Winifred Browne, a son and daughter.



Huge Electronic Concentration Will Cover 'Crossroads' Test

"CROSSROADS" is to be covered by the largest concentration of electronic equipment ever assembled to get a single news story. Five communications ships will provide the corps of radio and press correspondents with facilities for telling to the world the story of the Joint Army-Navy Task Force-1 atomic bomb test in the Marshalls this May. [BROADCASTING, March 11].

Flagship of the communications task force is the *Mount McKinley* from which Vice-Adm. W. H. P. Blandy will direct operations. All radio and press traffic will be fed to the *Appalachian* which will beam to the West Coast for commercial pickups.

Other communications ships are the *Blue Ridge*, *Panamint* and the *Spindle Eye* which is to be anchored off Kwajalein.

Tentatively scheduled as the radio correspondent to fly over the target and send out a live eye-witness description is CBS' Bill Downs. Broadcast will be pooled.

Other CBS reporters covering "Crossroads" are: Webley Edwards on the *Appalachian*, George Moorad at Kwajalein, Don Mozley on the *Mount McKinley*, and tentatively Bob Garrod.

ABC is sending Raymond Swing, Clete Roberts, Frederick Opper and Larry Tighe. Covering for NBC are Ralph Peterson aboard the *Mount McKinley*, Robert McCormick on the *Appalachian*, W. W. Chaplain at Kwajalein, George Thomas Folster on the *Blue Ridge*. Mutual correspondents include: Quentin Reynolds, Don Bell, Cecil Brown, Robert Stewart, Frank B. Morris, Ernest K. Lindley (also representing *Newsweek*), and Jerome Beatty (also covering for *American* magazine). All correspondents have not been assigned to posts as yet.

The Mount McKinley, flagship of the Crossroads' fleet.

In addition to voice radio coverage, six television companies will cover the JTF-1 project through a pooled arrangement. They include: NBC (WNBT New York), ABC, Balaban & Katz (WBKB Chicago), CBS (WCBW New York), Allen B. Du Mont Labs (WABD New York), and Philco Radio & Television Corp. (WPTZ Philadelphia).

The television companies will send one motion picture cameraman representing the group, to film the entire proceedings. All film taken by the cameraman will be forwarded through official channels to the U. S. Navy Photo Science Labs in Anacostia, D. C., for developing and screening. Film will then be turned over to the television pool for selection of individual footage by participants in the pool.

In a letter sent last week from Capt. Fitzhugh Lee, "Crossroads" public information officer, to Fox Case, assistant to Earl Gammons, CBS vice president, who is now acting as radio representative on the media committee for the test, the Joint Army-Navy Task Force-1 plans for radio coverage were explained.

Order Wire Recorders

In addition to broadcast facilities aboard the communications ships, ten wire recorders "have been ordered for such program use as the radio commentators may desire."

Only one program at a time is to be transmitted, although two signals may be sent out so that a selection of the better can be made. Program priority acceptances are in the following order: Network broadcast transmission, regional broadcast transmission (such as Pacific Coast), single station broadcast transmission. Pool broadcasts available at West Coast receiving points to any and all stations include: the explosion of the bomb, including immediate buildup and followup periods, first report on results of the bombing, first broadcast after bombing by the Joint Task Force Commander and his immediate deputies, first broadcast after the bombing by pilot and/or bombardier of the bombing plane, broadcasts from any planes or ships where it is necessary for one correspondent to represent all stations. Any other broadcasts which stations may want to pool may be done so at the stations' discretion.

Representing the Navy men who will aid radio coverage are: Commdr. Don Thompson, on leave from NBC, radio officer; Commdr. E. C. Callahan, on leave from NBC, chief radio engineer assisting Commdr. Thompson; Lt. William J. Mitchel, formerly of Douglas F. Storer, radio productions; Lt. Richard L. Linkrum, on leave from CBS; Ens. John Meagher, formerly of WGN Chicago, program officers.

Every 60 minutes

... in Philadelphia

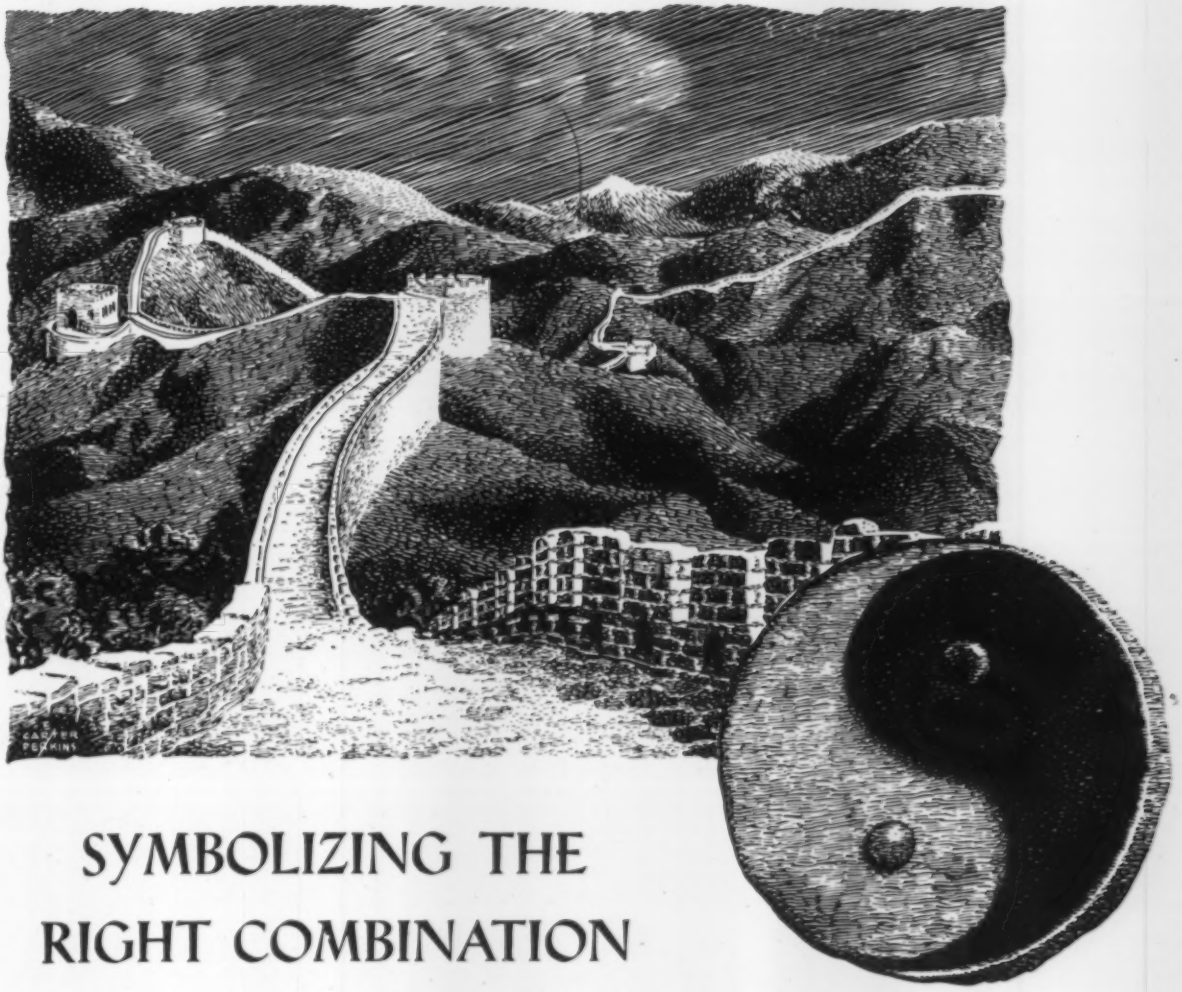
WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS



SYMBOLIZING THE RIGHT COMBINATION

● Here's a familiar symbol whose origin may have puzzled you. It's the ancient Tae-Kieh of China. It represents various combinations such as man and woman, heaven and earth, light and darkness. The shoulder patch of the Blue and Gray Division, the 29th, was derived from this emblem.

And speaking of symbols, the combination of letters WCBM means intensive and economical coverage of the Baltimore Market. Sponsors agree that this is the right combination that produces results for them. Have you investigated what WCBM can do for you and your sales?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, *General Manager*

WLAP GAINS NEW LISTENERS BY YEAR-ROUND PROMOTION

√ NEWSPAPERS

A large advertising schedule is maintained consistently in the Lexington daily papers.

√ STREET POSTERS

Twenty WLAP posters in downtown Lexington at heavy traffic locations. Changed monthly.

√ LOBBY DISPLAYS

WLAP has lobby easel displays in Lexington's hotels and theatres, "plugging" WLAP programs.

√ BILLBOARDS

Billboards are used on a seasonal basis in heavy traffic locations.

√ DIRECT MAIL

WLAP makes frequent mailings to Bluegrass dealer lists as "merchandising support" for advertisers' WLAP programs.

√ PLUS

. . . Direct lines to theatres and clubs for news bulletins. Newpaper advertising in Bluegrass towns on special programs. This means AUDIENCE PLUS" for WLAP advertisers.

Lexington, Kentucky

Miller Welch, Manager

WLAP
A NUNN STATION

● NUNN STATIONS:

WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; Huntington, W. Va.; WBIR, Knoxville, Tenn.; KFDA, Amarillo, Tex.

Both Hooper and CAB Report 'Fibber McGee' as Top Program

PROGRAM *Fibber McGee and Molly* was heard by one out of every four radio families in the 81 cities surveyed early in March by the Cooperative Analysis of Broadcasting, according to the CAB March 19 report, which puts this program first of all network shows with a rating of 25.1. Bob Hope was second with 23.7, *Lux Radio Theatre* third with 22.6 and Bing Crosby fourth with 20.6. Quartet of programs also occupied same order in the report of two weeks before.

Average popularity rating for 156 sponsored network programs was 9.0, CAB found, down 0.2 from the last report and down the same amount from the report of a year ago. Average sets-in-use was 27.0 from 6 to 10:30 p.m., down 1.0 from two weeks ago and 1.4 from a year ago; average sets-in-use from 10:30 to 11:30 p.m. was 17.3, down 1.4 from the last report, down 3.4 from a year ago.

Following the four top shows, other leaders reported by CAB are: Jack Benny, 20.5; *Charlie McCarthy*, 20.1; *Mr. District Attorney*, 19.7; Walter Winchell, 19.7; Fred Allen, 18.5; Red Skelton, 17.7; *Screen Guild Players*, 16.9; Eddie Cantor, 16.7; *Sealtest Village Store*, 16.7; *Amos 'n' Andy*, 16.4; *Truth or Consequences*, 15.8; *People Are Funny*, 15.7; Joan Davis, 15.4; Abbott and Costello, 14.7; *Aldrich Family*, 14.6; *Fitch Bandwagon*, 14.1.

Daytime Preference

Most popular weekday daytime program is *Breakfast in Hollywood*, according to the March 19 report of the CAB, which shows the 11:15-11:30 segment of the program with an audience rating of 8.6 and the 11-11:15 segment with a rating of 6.8.

Average rating for 111 sponsored network daytime programs was 4.5, a decrease of 0.1 from the report of two weeks ago and also from that of a year ago. Average percentage of sets-in-use during the morning was 14.6, down 0.6 from two weeks ago but up 0.3 from a year ago. Afternoon average sets-in-use was 15.4, down 0.4 from two weeks ago but up 0.6 from a year ago.

Most popular weekend daytime programs according to the CAB were *One Man's Family*, 8.5; *Stars Over Hollywood*, 7.5; *Westinghouse Program*, 7.5; *Shaeffer Parade*, 7.4; *Armstrong Theater of Today*, 7.2; *Billie Burke Show*, 7.2.

Following *Breakfast in Hollywood* the most popular weekkday programs were *Big Sister*, 6.7; *Kate Smith Speaks*, 6.7; *Ma Perkins* (CBS), 6.6; *Ma Perkins* (NBC), 6.6; *Pepper Young's Family*, 6.3; *Breakfast Club* (9:30) 6.0; *Right to Happiness*, 6.0; *Lorenzo Jones*, 5.9; *Breakfast Club* (9:45), 5.8; *Romance of Helen Trent*, 5.8; *Stella Dallas*, 5.8; *Portia Faces Life*, 5.6; *Our Gal Sunday*, 5.5; *When a Girl Marries*, 5.5.

Hooper Ratings

March 15 report of C. E. Hooper Inc. shows *Fibber McGee and Molly* as the nation's most listened to radio program, with a rating of 30.0. Bob Hope was second with 28.8 and Red Skelton third with 24.2.

Average evening audience rating was 9.9, down 0.6 from the Feb. 28 report and down 0.1 from the corresponding report of a year ago. Average evening sets-in-use were 30.6, down 1.7 from the last report, down 1.0 from a year ago. Average evening available audience was 79.9, down 0.7 from the last report, up 0.6 from a year ago.

Following the three leaders, the remainder of the "first 15" were: *Charlie McCarthy*, 23.7; *Radio Theatre*, 23.5; Walter Winchell, 23.3; Fred Allen, 23.2; Bing Crosby, 23.1; *Mr. District Attorney*, 20.7; *Screen Guild Players*, 20.6; Jack Benny, 20.2; Jack Haley, 19.3; *Amos 'n' Andy*, 18.1; *Take It Or Leave It*, 17.9; Eddie Cantor, 17.7.

Weekday daytime programs were headed by *Breakfast in Hollywood*, which received a rating of 8.4 for the 11:15-11:30 a. m. period and a rating of 7.7 for the 11-11:15 a. m. part. Rest of the top 10 daytime weekday shows were: *When a Girl Marries*, 7.6; *Portia Faces Life*, 7.4; *Ma Perkins* (CBS), 7.4; *Our Gal, Sunday*, 6.9; *Young Widder Brown*, 6.7; *Right to Happiness*, 6.6; *Kate Smith Speaks*, 6.5; *Pepper Young's Family*, 6.4; *Romance of Helen Trent*, 6.4; *Young Dr. Malone*, 6.4; *Stella Dallas*, 6.4.

Average daytime audience rating was 4.6; sets-in-use were 17.0.

MBS SERVICE REPORT ISSUED FOR 1945

A 25-PAGE REPORT of special events and public interest programs carried in 1945 by Mutual, prepared by the network's press department and prefaced by a letter by Edgar Kobak, MBS president, last week was mailed to affiliated stations, advertisers, publice service groups and members of Congress.

Wrote Mr. Kobak in his preface: "Three words—'pro bono publico' (for the public good)—can best sum up the contents of this digest. Ever mindful that service to the listening public is its foremost obligation, the Mutual Broadcasting System takes pride in listing the programs of public interest carried over its network in 1945 . . . the pages that follow, we believe, show that our broadcasting service kept pace in the changing world that was 1945."

WRVA TRANSMITTER ON THE JAMES RIVER
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

POCAHONTAS, OUR FORMER NEIGHBOR....

Just 15 miles down the historic James River from Richmond on a tract of nearly 100 acres, stands the site of Virginia's only 50,000 watt transmitter .... owned and operated by WRVA. This historic plot, next to the colonial estate of "Varina", the early home of John Rolfe and his Indian-princess bride, Pocahontas, was doubtless seen by Captain John Smith and his associates whose small boats came up the historic stream on their visits to King Powhatan at the falls of the river where Richmond now stands. Other pages of history are effectively reflected here in General Grant's line of fortifications used during the War between the States .... now in an excellent state of preservation. Today this historic area, long identified with the development of this great State, is dedicated to the pursuits of peace and to a better interpretation of true Americanism. Because today WRVA's 50,000 watts flow from this spot night and day, a fitting milestone in twenty years of progress of "Virginia's Premier Radio Station".

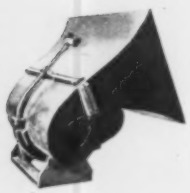
50,000 WATTS .... NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA

1915. First successful transoceanic radio telephone experiment between Arlington, Virginia, and Paris and Honolulu, made use of an early type of Western Electric speaker.

1921. Western Electric "morning glory" horn of the type used at the dedication of the Tomb of the Unknown Soldier in Arlington.

1924. Cone speaker designed for the broadcasting industry became immensely popular as a home radio loudspeaker.



1926. Folded exponential horn used with the first sound motion pictures, developed hitherto unmatched volume.

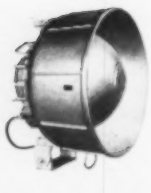
1928. Combination "Tweeter and Woofer" used one horn for low frequencies and another smaller one for high frequencies.

Today: Giant 4 x 4 "Bull Horn" for carrier flight decks makes use of searchlight-type mounting for "aiming" sound.

Western Electric

SPEAKERS THAT MADE HISTORY!

Back in 1877, Western Electric manufactured a practical loudspeaking telephone. This was the forerunner of the public address loudspeakers demonstrated in 1913. With the advent of the vacuum tube amplifier — applied to communications by Western Electric in 1915 — the use of loudspeaker equipment expanded rapidly. Western Electric speakers have continued to make history from the earliest models to the giant bull horns used today on aircraft carriers and battleships. You can be sure that Western Electric will continue in this tradition with new and finer loudspeakers for radio broadcast and sound distribution.



1936. Single radiator "Bull Horn" designed for carriers and battleships, still in use at the outbreak of the war.

Today: Modern 753 type commercial speaker. It's "OK for FM" — and tops for AM too.

Women's Awards Based On 'Social Significance'

AWARDS by the Women's National Radio Committee this year will be for programs of social significance only, Mme. Yolanda Mero-Irion, New York, founder and chairman, announced last week. Citations will be presented May 15 at the annual luncheon in the Biltmore, New York.

An award will be offered each major network for the program which "tends towards the promotion of better understanding between race and race, nation and nation" or between the "diversified social, racial and religious groups within each country," said Mme. Irion. An overall award will be made for the one program serving these dual aims most effectively. Programs chosen as noteworthy for entertainment value, artistic merit and "for other commendable features" will be made public.

Herbert Denny

HERBERT DENNY, for the last decade traveling representative of Standard Radio in the South, died in San Antonio last Monday of a heart attack following a two-year illness. Mr. Denny was 51 and is survived by his wife, Alline and a son, First Lieutenant Herbert B. Denny, Army Air Corps, now stationed in Sacramento.

Mr. Denny

Although Mr. Denny spent most of his career in the oil business in Mexico, he became well known to broadcasters from El Paso to Jacksonville—the area he traveled for the transcription firm.

"He was respected by all broadcasters who knew him and was a credit to radio," said Jerry King, Hollywood resident partner of Standard Radio.

RADAR FERRET

Birmingham Combed for Sets With Unpaid Licenses

LISTENERS to BBC in Birmingham are having their radio sets sought out by radar to determine which listeners have not paid the annual 10 shilling license fee. British Post Office radio engineers are combing the city in trucks equipped with radar, and checking their lists of those which are paid and the delinquents.

Before 1940, a similar electronic test was made with much advance publicity. Although a BBC engineer admitted that the great white vans were not able to detect a single long-wave receiver, the test did get results. When the townspeople heard about them coming to town, they rushed to the Post Office and paid the fee.

PRINTERS STRIKE

So WDAK, Columbus, Ga. Handles The News

WHEN labor trouble between the Columbus, Ga., newspapers and the printers union stymied regular publication of the dailies for six days, the local WDAK offered its entire facilities to both *The Ledger* and *The Enquirer* for dissemination of news.

Station augmented regular newscasts with local news, prepared and edited by the staffs of both dailies. At the same time, to follow a middle-of-the-road policy, WDAK advised the local printers union that no individual sides in the strike would be mentioned.

At the conclusion of the dispute, the papers editorially expressed their appreciation of the station's cooperation, and the local printers union wrote WDAK Manager Allen Woodall its thanks for the unbiased handling of the situation.

PARTISAN SPEECHES ON DUTCH PROGRAMS

POSTWAR broadcasting in the Netherlands consists of recorded concerts generously flavored with lengthy partisan talks, according to Jim O'Bryon, MBS publicity director, who looked over Dutch radio during a week's tour in connection with inauguration of the American Airlines New York-Amsterdam service.

Present government retains for itself 10% of available air time for official bulletins and lessons in Malay and English, he says. With only a few tiny newspapers printed, the Dutch depend heavily on radio for news. Nazis confiscated many sets but receivers are coming from the Phillips factory at Eindhoven.

Broadcasting techniques are reminiscent of the 1920's in this country, according to Mr. O'Bryon. Leading radio men are looking to the ideas for program and talent ideas, and hope for program exchange. Four broadcast organizations divide time on the Hilversum and Herizen transmission plants—KRO representing the Roman Catholics; NCRV (North Christian Radio Union or Calvinist Protestant); VARA (Socialist group); AVRO (nonpolitical faction).

Mr. O'Bryon looks hopefully to this coming May—one year after liberation—when the Dutch will elect a new Parliament and hope that a new national radio organization will be established, giving all viewpoints without prejudice.

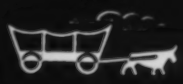
VIRTUALLY all Iowa colleges and junior colleges were represented as hundreds of students, the majority of which were girls, toured the news department of KRNT Des Moines, Iowa, as part of the Des Moines Register and Tribune March journalism clinic.

EVENING STAR Broadcasting Co. and the Star Club, Washington, March 20 held a dinner at the Willard Hotel for personnel of WMAL-ABC and the Washington Star who served in the armed forces during World War II.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*



Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Hawaiian Area Offers Rich New Market

Four Stations on Air; More Are On the Way

By J. FRANK BEATTY

EXOTIC Hawaii, territorial outpost now undergoing a post-war shakedown, is entering a new broadcast era that promises to give the Pacific islands a prominent place in radio.

This market of 500,000 inhabitants is coming out of the war blessed with the benefits that military billions have poured into the strategic spot.

Four Stations

Four stations—two regional and two local—serve the Hawaiians, with their $450,000,000 retail business and billion dollar tax base. In a few months a fifth station will be on the air. Two more regionals await FCC approval.

Swift demobilization by Navy and Army have brought military personnel from the 350,000 V-J Day figure to 100,000.

At this transition point Hawaii is ripe for more broadcasting. Two stations now operate in Honolulu, principal city with population of well over 200,000 plus nearby military residents. The stations are KGU and KGMB. A third, KHON, has a CP and is about to let contracts for studios and transmitter.

In discussing Hawaii's role with top-ranking service officials stationed there, the conviction is inescapable that national defense will require maintenance of extensive personnel and facilities.

Navy's Pearl Harbor plant is about complete. Its extent is fantastic. Only a tour around the docks, shops, airfields, ship repair and supply facilities will give an idea of the size of the base whose bombing in 1941 was expected by Japan to break the back of the nation's defense.

The Navy has been cutting down on facilities and personnel, but the worst is over. By Sept. 1 it will be operating at peacetime level. Exact personnel total is fluctuating. Besides service men, the Navy maintains a large civilian force topped by a postwar force of 12,000 shipyard workers.

A garrison of 43,000 will be maintained by the Army, which last year spent well over $200,000,000 on the islands with a force of 135,000 and payroll of more than $100,000,000. In addition the Army had a 1945 civilian force of 27,000 with $72,000,000 payroll.

Fleet Marine Force at the peak was 262,000 but two-thirds of this total has been demobilized.

BANNERED by President Truman as the 49th State in his last message to Congress, Hawaii emerges from the war as a partially developed market of vast possibilities. To give industry a chance to inspect the market and study effects of demobilization, the Navy Dept. invited five representatives of trade journals to inspect installations. BROADCASTING's Associate Editor was given carte blanche to study facilities and interview high Navy officials on effects of the Pacific roll-back. Air transport was provided to Pearl Harbor and around the busy islands. This article outlines the Hawaiian market situation and opportunities facing broadcasting at the turning point in territory history.

KGU Is 2500 w

Inherently a part of the island economy is KGU, 2500 w station operating fulltime on 760 kc. Licensee is Advertiser Publishing Co., publisher of the *Honolulu Advertiser*, of which Lorrin P. Thurston is president. Marion A. Mulrony, a pioneer in the development of radio communications, manages the station and has an interest in Advertiser Publishing Co. He built much of the station equipment and owned KGU until he sold to the newspaper firm.

Through consistently sound operation he has developed the station into a profitable enterprise, claiming the largest amount of national advertising in the territory —140 quarter-hours a week from NBC, Blue and other national accounts along with four spot announcement campaigns. Eight NBC programs are fed direct from the West Coast via RCA. Other network programs are received by transcription. KGU is represented by The Katz Agency, uses Thesaurus library service, and UP and INS news. Its 21 1-4 weekly Shell Oil Co. newscast contract is largest in the territory.

Last word in modern construction is the attractive KGMB plant on Kapiolani Blvd. It rivals the best regional stations in the States from standpoint of design and equipment. Broadcasting with 5 kw unlimited on 590 kc, it is key station of a three-station network. Other stations in hookup are KHBC Hilo, isle of Hawaii, and KTOH, Lihue, isle of Kauai.

KGMB is licensed to Hawaiian Broadcasting System, of which Consolidated Amusement Corp, is principal owner. Other stockholders are the *Honolulu Star Bulletin* and Corp. of the President of the Church of Jesus Christ of the Latter Day Saints. The company

(*Continued on page 41*)

KEYS

CORPUS CHRISTI, TEXAS

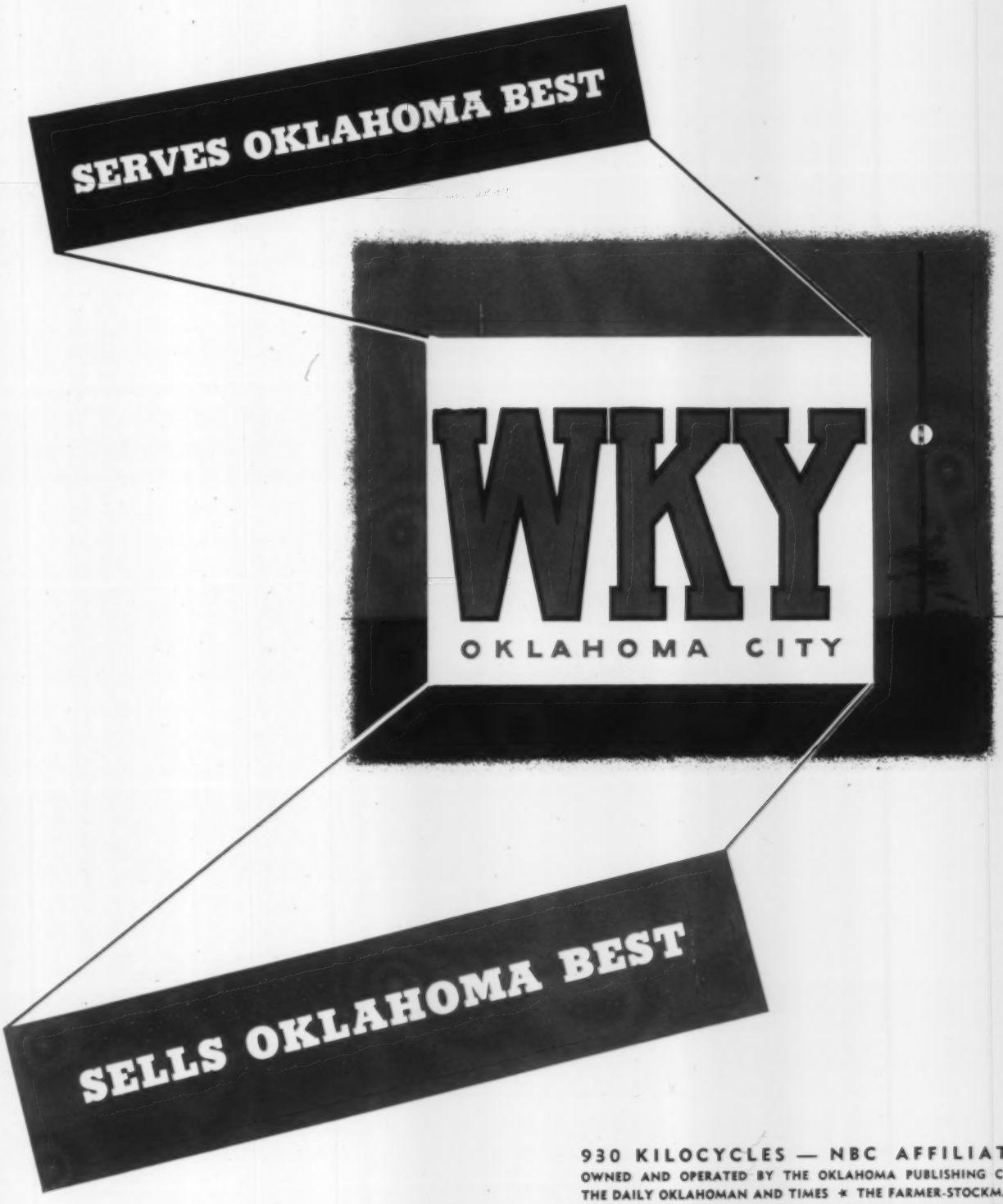
Announces the Appointment of

COLUMBIA BROADCASTING SYSTEM

1490 KILOCYCLES

250 WATTS

EFFECTIVE IMMEDIATELY!



930 KILOCYCLES — NBC AFFILIATE
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED BY THE KATZ AGENCY, INC.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

There's No $64 Question About It!

PHIL BAKER

is another CBS-WMT reason why...

1,131,782 Listeners in Eastern Iowa "Take It and Won't Leave It" when it comes to WMT!

Only WMT brings those top-notch CBS shows to Eastern Iowa . . . and in return brings to advertisers a "custom tailored" audience of 1,131,782 people (the largest coverage of any Iowa station within its 2.5 MV line). If you're looking for new markets to conquer, your job is done quickly, effectively and inexpensively on WMT . . . the No. 1 station in the best market of a great state. You're missing a terrific sales opportunity if WMT is missing on your schedule. Write for availabilities at once!

WMT's story is a big one to tell—and important to hear.
Contact Your KATZ AGENCY Man at Once!

Hawaii

(*Continued from page 38*)

also owns the Hilo station, KHBC.

CBS and MBS network programs are carried, most of them by transcription. J. Howard Worrall, president and manager of KGMB, makes frequent trips stateside and is well-known in broadcast circles. KGMB is represented by John Blair & Company, has Associated, Standard and World libraries, and takes AP and UP news.

KHBC on Hawaii

KHBC is located some 200 miles southeast of Honolulu on the isle of Hawaii, largest of the group. It picks up the KGMB signal from a Mauna Lea mountain antenna that feeds the transmitter outside Hilo. Much of the KHBC program service comes from KGMB, including national network programs which are carried on a bonus basis. It operates with 250 w unlimited on 1230 kc. Station is represented by John Blair & Company and uses World library and UP news.

KTOH is owned by Garden Island Publishing Co. and is located at Lihue, on the aisle of Kauai, north of Oahu. C. J. Fern, treasurer and director, is principal owner. Station is represented by John Blair & Company and subscribes to Standard library and UP news. It operates on 1490 kc with 250 w unlimited. KTOH also takes much of KGMB's schedule.

These four stations face potential competition in the form of one construction permit and three applicants for facilities.

KHON Honolulu was granted a CP last November and is ready to let contracts for building and equipment. Aloha Broadcasting Co., to which the CP was issued, owns a site on Ala Wei canal on the edge of Waikiki, swank resort, residential and business district.

President and 49.99% stock owner is Ralph M. Fitkin, of Honolulu, formerly in the investment business in the eastern part of the United States. Mrs. Fitkin, vice president, is owner of .01%. James C. Hardy, 50% owner, is secretary-treasurer. He has extensive automotive and appliance business interests in Honolulu. Mr. Fitkin was a Navy lieutenant, serving in intelligence during the war.

Webley Edwards, famed as first to announce the Japanese attack on the U. S. and the pool announcer for the peace signing aboard the *USS Missouri*, is executive vice president and manager of KHON. He has served a score of years in Honolulu as newscaster and station manager. At present he broadcasts for CBS. Mrs. Alice Ames, formerly of KGMB, will be production manager, and Milton Holst, formerly in the agency field, will serve on the sales side.

Ira Mercer, chief engineer of State Dept. Pacific broadcast operations, is to be chief engineer. He directs the State Dept. 100,000 w GE shortwave transmitter relaying U. S. programs to Saipan and the Orient. From 1930 to 1944 he was chief transmitter engineer of WNEW New York. The station is slated to have an ABC affiliation with Lewis H. Avery Inc. as national representative.

Island Broadcasting Co., Honolulu, is a three-way partnership seeking a CP for 5,000 w on 630 kc, unlimited. Partners are Elroy McCaw, manager and half-owner of KELA Centralia, Wash., and interested in other northwest stations; John D. Keating, West Coast station representative and recorder; Maj. Henry C. Putnam, public relations officer, Middle Pacific theatre, in charge of radio. Mr. McCaw and Mr. Keating each have half control.

Putnam Active Many Years

Maj. Putnam has been active in Honolulu broadcasting for many years. He was an executive at KGMB from 1937 to 1942 when he entered the service. During the war he trained news teams in the use of wire recorders. He is to manage the station, should application be granted. Island Broadcasting Co. states in its application that it plans to maintain studios and business offices in San Francisco.

Pacific Frontier Broadcasting Co., Honolulu, seeks 10,000 w on 690 kc. Offices are in the Alexander Young Bldg., where studios would be located. Harold T. Kay, Honoluluan, 45.99% owner, is president; Frank E. McKinney, 16.66% owner, Indianapolis banker interested in several other broadcast enterprises, vice president; James H. Tabor, Honolulu, 1% owner, treasurer;

(*Continued on page 48*)

Confession Recorded

REAL LIFE drama was made at WLEU Erie, Pa., and transcribed a few days ago but it wasn't for broadcast. The characters: A murder suspect, district attorney, local police, state police and FBI agents. Law enforcement officers wanted a permanent record of the suspect's alleged confession. They called V. Hamilton Weir, general manager of WLEU. Turntables were set up, the main studio prepared and shortly after 3 a. m. the officers ushered in the suspect. He talked. They questioned him. Chief Engineer Clarence A. Baker, who has recorded many radio mystery dramas, operated the turntables. At 5:30 a. m. the officers left with the suspect—and a complete recording of their interviews with him. Now Erie police are studying the possibilities of making similar arrangements with WLEU in the future.

The first dog show in America was held in New York under the auspices of the Westminster Kennel Club.

The first broadcast of a football game was heard over WIP. (Pennsylvania versus Cornell in 1922.)

WIP WAS THE *FIRST* STATION IN PHILADELPHIA

THINK OF WIP *FIRST* WHEN YOU THINK OF SALES IN PHILADELPHIA

610 K.C.
•
MUTUAL'S 3rd MARKET AFFILIATE
•
5000 WATTS
•
REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

REALTORS PROTEST BOWLES ABC TALK

ON THE GROUND that it was attacked and that facts were misrepresented in a speech on ABC at noon March 16 by Chester Bowles, Stabilization Director, the National Assn. of Real Estate Boards, has asked Mark Woods, ABC president, for equal opportunity to reply.

The association claimed Mr. Bowles, in discussing the housing situation, had entered into special pleading for passage of the Patman housing bill in the Senate. It added that he had departed from factual reporting and had attacked the real estate industry as well as the association itself. The broadcast, it continued, "contained provocative, challenging and untrue statements about the building industry's attitude on the Patman legislation."

In preparation by the association is a series of transcriptions presenting its views on building and housing problems [BROADCASTING, March 4]. The discs will be submitted to local realty boards for sponsorship on stations, according to Walton Onslow, association director.

NEW TWIST (of arm) is extended to McDonald Dunbar (center), head timebuyer of Ted Bates Agency, New York, by Harry Mason Smith (left), WLW sales manager, on visit to Cincinnati station. Watching is Bernard Musnik, of WLW's N. Y. sales office.

McDonald Says Porter Asked Zenith to Submit FM Petition

ARGUMENT over the relative merits of low and high bands for FM transmission continued last week as Commdr. E. F. McDonald Jr., president of Zenith Radio Corp., asserted that Zenith's subsequently denied petition for retention of the 44-50 mc band was prompted by a telephoned request by Paul A. Porter, then chairman of the FCC.

Commdr. McDonald released a statement saying he returned to Chicago from Washington last Dec. 28 after appearing before the FCC that day with Maj. Edwin H. Armstrong, inventor of FM, and members of Zenith's engineering staff. They had presented their findings in tests at Deerfield, Ill., he said, and demonstrated that the Commission's findings at Andalusia, Pa., were almost identical. "Both these sets of findings indicated the inefficiency of the 100-mc band when compared with the 50-mc band performance," he declared.

"On Saturday, Dec. 29, at 4 p. m. Chicago time," Commdr. McDonald said, "Chairman Porter called me on the telephone at my home and requested that Zenith file a petition asking that the 50-mc band be reassigned to FM." He said Chairman Porter suggested that the petition be short and that it be attached to the summary of their Deerfield findings which they had presented to the Commission the day before.

"He asked me if we could have our petition in Washington by Jan. 2. We prepared the petition on Dec. 29 and the Commission acted on it on Jan. 3 calling for a hearing," the Zenith president asserted. He said he had asked Mr. Porter whether Zenith should petition for the 44 to 50 mc band and that Mr. Porter replied that they should ask for the broader band, 42 to 50 mc.

FCC Explains

Following the hearing and denial of the petition, the FCC on March 5 explained its reasons and reaffirmed its belief that FM belongs in the upper frequencies and that it will provide "an excellent, interference-free, static-free service" in the 88-108 mc band [BROADCASTING, March 11].

Commdr. McDonald referred to the Commission's March 5 report and specifically to the last paragraph, which he said "is one of the few understandable ones in the release. In this paragraph," he continued, "they state the new 100-mc band will render superior service over ranges of 60 miles.

"Let's examine the facts. FCC in their June 27, 1945 report, claimed 92 miles at 1,000-foot elevation for 100-mc band. They have now reduced this to 60 miles and I questioned whether superior coverage can be obtained over an area of 60 miles even from the Empire State Building on the 100 mc band . . . No one questions that from the same elevation the 50 mc band would cover 100 miles."

On this basis he estimated the difference in coverage between the 50 mc and the 100 mc band as 20,000 square miles. "With 5,000 FM stations in this country," he said, "this difference in coverage would mean the loss of 100 million square miles of multiple coverage."

"The cities will get good service from either wave band," he asserted. "It is the rural dweller and the farmer who will suffer by this arbitrary ruling."

Mr. Porter was unavailable for comment and FCC sources declined to make a statement.

DIRECT radiotelephone service between Argentina and Great Britain was reestablished last week through Compania Internacional de Radio, Argentina, affiliate of International Tel. & Tel.

TEXAS
BEAUMONT
ORANGE
PORT ARTHUR
A Target You Can't Afford to Miss!
Your message goes straight to its target—deep and penetrating—when you use KFDM, the station covering ALL THREE of the key cities located in the RICH SABINE AREA of the Gulf Coast! It's a 584 million dollar effective buying income market, guaranteeing OUTSTANDING results! So place your programming on the one station which covers THREE VASTLY IMPORTANT GULF COAST CITIES!
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE MAGNETIZED SABINE AREA
"Magnetized . . . drawing people and industries from other sections!

More for your money ...with Mutual shows

Here, alphabetically listed in catalogue style, are an even score of Mutual programs. They range from children's fantasy... through drama and comedy... to news documentary. But they have one common denominator: a proved, or strongly-indicated, ability to produce profitably-sized audiences—at prices which, combined with Mutual's low rates, put a gilt edge on your radio investment.

ADVENTURES OF NICK CARTER One of radio's most solidly established mystery programs, it has a long impressive audience record. February Hooperating sustaining, in a new period, is 9.1. Double-check this one for a quick audience- and sales-building job.

THE BETTER HALF Male versus female in uproarious contests to determine the *headier* of the species. Tiny Ruffner emcees this fast-paced quiz in which men and women compete to give quickest answers to questions. Zany stunts and attractive prizes keep audience interest high.

CAPTAIN MIDNIGHT The sponsor speaks: *"Captain Midnight is our outstanding Ovaltine salesman!"* Now in its *tenth* radio year, and sponsored successfully for almost six years on behalf of Ovaltine, MIDNIGHT is available for the summer. Advertisers with summer peaks will want to investigate, immediately.

THE CARRINGTON PLAYHOUSE Elaine Carrington, described by Jack Gould of the New York Times as "a member of royalty in the field of the daytime serial," lends her unique talent to provide good radio, for a mass audience, to a new evening dramatic series through which we hope to discover new radio talent. It's an exciting venture offering rare opportunity for writers, and the far-sighted advertiser.

CECIL BROWN One of the most distinguished correspondents to come out of the war, Cecil Brown ranks high as a listening favorite. His 1945 rating average according to Hooper, was *6.2;* went as high as 7.8. Brown's widely-known name and long reputation as a crack reporter have made him a success advertising-wise as well.

CHICAGO THEATER OF THE AIR The finest of operas and operettas polished into delightful entertainment for everyone. Prima donna Marion Claire joined by guest stars like James Melton, Allan Jones, Igor Gorin, etc. create an hour of superlative music. Ticket demand is tremendous. Originates in auditorium whose 3,000 seats are filled each week. Rating record reveals mass appeal which makes program ideal for institutional or product campaign.

DON'T BE A SUCKER After only three months on the air, this low-cost, once-a-week quarter-hour show has achieved a Hooper of 5.5 and has developed a huge mail response. Through active cooperation with the National Better Business Bureau, program presents dramatic exposes of rackets fleecing Americans.

HARRY SAVOY A "name" comedian comes to the fore. Hit on the Kate Smith program for a full year, Savoy convulses studio audiences and radio listeners alike with his hilarious brand of comedy. The show offers advertisers an opportunity to "get in at the beginning" with one of 1946's major radio *"finds."*

THE HUMAN ADVENTURE Recipient of radio's coveted Peabody Award, this program has built a reputation for superb presentations of scientific subjects. Brilliantly produced in cooperation with the University of Chicago and staff-members of the famed Encyclopaedia Brittanica.

I WAS A CONVICT In line with increasing popular interest in psychology, this unusual program dramatizes, not crime, but the *motivation* behind the criminal. Anonymous ex-convict or parolee relates his history from childhood, highlighting forces which impelled criminal act or career. Analyst Edwin J. Lukas dissects case for listeners. A *different* program with wide popular appeal.

LAND OF THE LOST *38,000* children and adults *demanded* that this program stay on the air! "Miracle" was the New York Times' word for Isabel Manning Hewson's famous creation. A daytime half-hour show, broadcast once a week, it's a radio classic in the juvenile field with great commercial possibilities.

LEAVE IT TO THE GIRLS Accent on *unique program format.* This "forum"—a round-table of romance—presents a panel of four lovely and prominent ladies, and Moderator Paula Stone in a fast, furious and witty debate with a well-known male. It's an exciting program idea, thoroughly established, ready to go "commercial." Latest Hooper rating: 4.5.

MARRIED FOR LIFE It's a daytime half-hour show now broadcast once a week, which features interviews with an engaged couple, their families and friends, all of whom—and the radio audience—hear a dramatization of the romance. Towards the end of the program the microphone is taken to the ceremonies preceding the wedding of the couple who appeared on the previous broadcast. This is the next great daytime success.

PASSPORT TO ROMANCE March fifteenth saw the opening broadcast of this dramatic-musical program starring Mitzi Green, and Larry Brooks of "Song of Norway." It's a radio adaptation of the motion picture musical-comedy technique, and has all the earmarks of a great commercial program.

THE SHADOW Since the middle of October, 1945... this has been *the highest Hooper-rated regular daytime program in radio.* And that's been true for more than half a decade. It's available coast-to-coast for a summer sponsor!

SNOW VILLAGE Americana at its best. William Ford Manley's heart-warming stories of a New Hampshire town and its inhabitants have been air favorites for sixteen years. Performed by skilled actors and produced by expert craftsmen, SNOW VILLAGE occupies a warm spot in radio's roster of fine dramas.

SO YOU THINK YOU KNOW MUSIC "At this late date, it's a pleasant surprise to find a music quiz that's interesting and a little different," wrote Variety. Featuring Ted Cott as m.c. and four celebrated jazz or classical musicians as "experts", the program is "lively and fresh... fast-paced with remarks that are impromptu as well as funny."

TWENTY QUESTIONS A favorite parlor game is smoothly adapted to become favorite radio entertainment. This program's quick success is revealed by large mail figures. An average of *1300* letters come in daily. It starts with a February Hooperating of *3.8.* Quality of the mail strongly indicates its ability to sell any product... animal, vegetable or mineral!

WHAT'S THE NAME OF THAT SONG? The always absorbing game of "do you remember...?" with contestants trying to identify musical numbers played. Holds radio listeners through musical appeal and natural tendency to compete with studio contestants. Latest rating, a whopping 7.0—at 8 pm Wednesday.

YOU MAKE THE NEWS Outstanding documentary program, produced in cooperation with Newsweek Magazine. Timely, dramatic, authentic and objective, it weaves background and spot news into a pattern which highlights significance of each issue. Applauded by Variety because "there is a gratifying absence of the type of cub-reporter hysteria characteristic of some documentaries."

* * *

With an active program department, a list like the above can never be complete. More new shows are on the way. Check us, for the right program in the right Mutual spot.

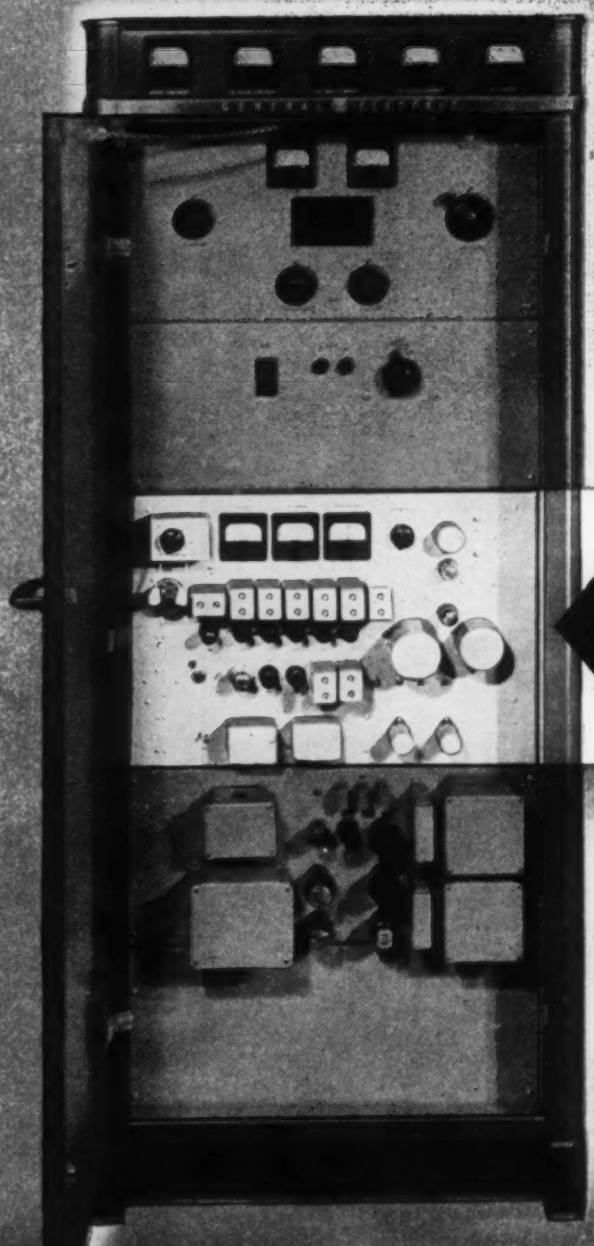
Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

New G-E

250 WATT

THE TRANSMITTER



THE NEW G-E PHASITRON MODULATOR

This is the *simple* all-electronic modulation system which uses only 10 receiving-type tubes. The heart of this system is the G-E Phasitron. This tube, with its wide phase shift, allows a frequency multiplication of only 432 to produce a ± 75-kc swing at the output frequency. Frequency conversions are unnecessary, thereby eliminating spurious responses. Important, too, is direct single-crystal control—*independent of modulation.*

Have you placed y

FRONT VIEW

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

180-83-6914

FIRST AND GREATEST NAME IN ELECTRONICS

FM TRANSMITTER

WITH THE *PHASITRON* CIRCUIT

- **Simple Design**

  Only 9 r-f circuits and 10 r-f tubes from crystal to output frequency. Direct crystal control with *one* crystal. Minimum number of components and controls.

- **Easy-to-Get-At**

  Vertical chassis construction. Full length front and rear doors. Plenty of room to work in.

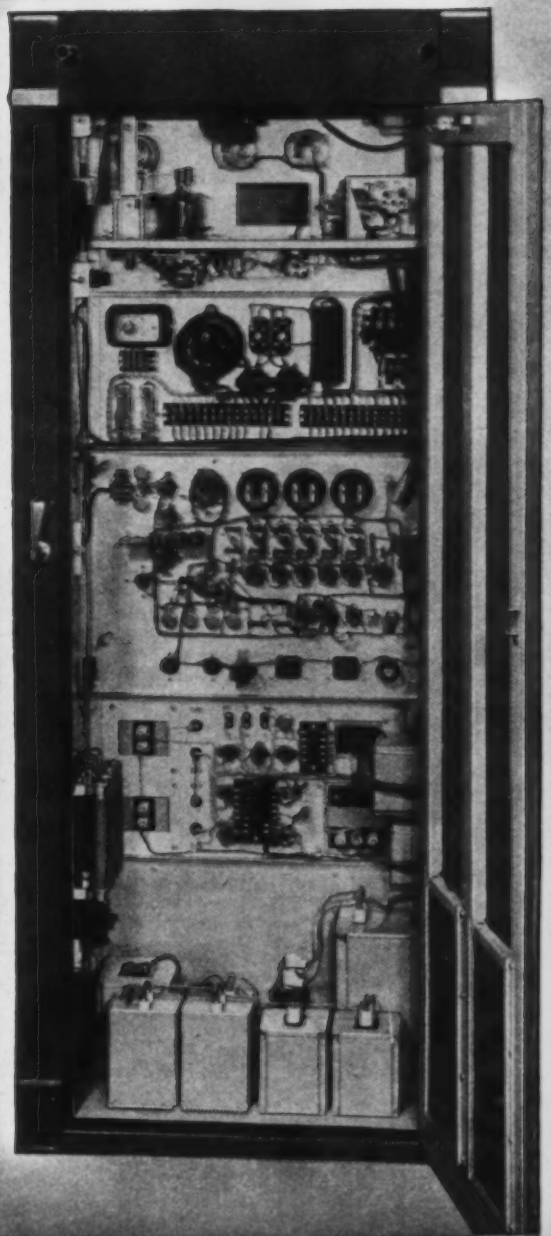
- **Basic Unit For Any Power**

  Your transmitter today—your exciter tomorrow. Allows increase in power with no equipment obsolescence. Simplified inter-unit connections.

- **Lower Price**

d your order yet?

For information on this outstanding transmitter and the complete line of G-E FM broadcast equipment, call your G-E broadcast sales engineer, or write: *Electronics Department, General Electric Company, Schenectady 5, N. Y.*



REAR VIEW

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

KANS
NBC in WICHITA
KANSAS' No.1 Market
Represented by
HEADLEY-REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco : Los Angeles

'Cinderella Inc.' on CBS Will Fete Housewives

FOR FOUR U. S. housewives each month CBS has decided to play a fairy godmother. As part of a new series, *Cinderella Inc.* (Mon. through Fri. 3:30-4 p.m.), which begins April 1, CBS will pluck four women from the humdrum of housewifely routine, cast them into the swirl of New York life. At CBS expense, they will live at famed hotels, be entertained, will learn how to look and dress better at beauty schools. Each will appear daily on the program.

After four weeks the housewife deemed by a studio audience to have made the most of her opportunity for self-betterment in New York will be given a grand prize of her own choosing.

In The Public Service

Housing Program

SEVEN stations in St. Louis and East St. Louis joined in presenting a half-hour program on March 3 to persuade people with vacant property or extra space in their homes to rent to service veterans and their families. The program was sponsored by Mayor Aloys P. Kaufmann's Citizens Emergency Housing Committee and was aired simultaneously by KSD KMOX KXOK KWK WEW KFUO in St. Louis and WTMV East St. Louis. WIL, unable to join the Greater St. Louis Network for the broadcast, presented a special program of its own. Stations donated time, technical facilities and script; services of actors, musicians and engineers were furnished without charge through cooperation of respective unions. Direction was through Premier Radio Enterprises, St. Louis. Total cost of program was estimated at $2,000.

* * *

Aid to Fire Victims

WITHIN an hour after WING Dayton had broadcast an appeal, temporary shelter had been found for 22 families made homeless by Dayton's worst apartment house fire in several years. Red Cross officials, in charge of securing temporary housing, wrote WING Vice President J. P. Williams that "within a few minutes after the first notice was given on the air, we received our first calls and within an hour had enough responses to take care of our needs."

* * *

Winona Expansion Sought

KWNO Winona, Minn., and the Winona *Republican-Herald* are jointly promoting a program of postwar civic development for the city, financed through a $1,600,000 bond issue. The campaign to put Winona on the map calls for a civic auditorium, a new state highway from Winona to Iowa, modernization of the business district, two outdoor municipal swimming pools, a municipal athletic stadium and recreational field, controlled and steady industrial expansion, completion of the Lake Winona beautification program started before the war, completion of the municipal airport, and other recreational and civic improvement plans. Publisher of the *Republican-Herald* and owner of KWNO is M. H. White.

KFAR Advises Treatment

AN EPIDEMIC of rabies had spread among the wolves and foxes in northern Alaska, endangering the lives of Alaskans in remote districts. So KFAR Fairbanks, through Dorothy Ann Simpson, program director, arranged a broadcast by Dr. Paul Haggland, Fairbanks physician, who described symptoms and outlined exact emergency treatment. Talk was featured on *Tundra Topics*, a program of personal and community news for outlying districts.

WHAT IS PUBLIC SERVICE?

Howard J. London Believes Radio's Ralph Edwards Has a Pretty Good Idea

EDITOR, BROADCASTING:

Who said radio doesn't do any public service programs? Attached is picture of Ralph Edwards presenting March of Dimes funds which he raised over the *Truth or Consequences** show during the 1946 Campaign in January. Ralph raised over $75,000.00 for the March of Dimes.

Here, he is presenting the money to D. Walker Wear, Director of Organization for The National Foundation for Infantile Paralysis.

HOWARD J. LONDON
Radio Director
The National Foundation for Infantile Paralysis
March 18, 1846

*Sponsored by Procter & Gamble for Duz, NBC, Sun. 8:30-9 p.m.

Results of public service programming are presented by Ralph Edwards (l) to D. Walker Wear.

Wene Is Consultant

FORMER Congressman and now president of WTTN Trenton and WSNJ Bridgeton, N. J., Elmer H. Wene is in Washington as consultant to the Secretary of Agriculture, Clinton Anderson, in present food and crop crisis. Also owner of Wene Chick Farms, Vineland, N. J., Mr. Wene has headed various agricultural groups, including the New Jersey Board of Agriculture and the International Baby Chick Assn. In his present appointment he will head a staff of experts on the food crisis and will serve as liaison between the Secretary's office and the Famine Emergency Committee headed by Herbert Hoover. Mr. Wene has served for three terms as Representative from Second Congressional District of New Jersey. He currently is candidate for State Senate from Cumberland County.

MBS Adds Three

MBS has added three new affiliates —two in the U. S. and one in Canada—bringing total number of Mutual stations in the U. S. to 296. WMTG Montgomery, Ala., with 1000 w on 800 kc daytime only, will be ready for operation May 1, and new affiliate in Savannah, Ga., whose call letters have not yet been assigned by the FCC, will operate with 250 w on 1450 kc. Owned by Carter C. Peterson, station is expected to go on the air about June 1. CKEY Toronto, previously affiliated with Mutual when it operated under different management as CKCL, will join Mutual effective April 1. CKEY uses 5000 w daytime and 1000 w nighttime on 586 kc.

SILVER & BARTLETT

Network Script Team Now Has Own Station

FROM daily radio serials to station operation in one big jump is the accomplishment of Doug Silver, president of Indian River Broadcasting Co., holder of a construction permit in Fort Pierce, Fla. Station with call letters WIRA plans to go on air May 1 with 250 w on 1400 kc.

Mr. Silver, with his wife Marjorie Bartlett, have written such network scripts as *American Family Robinson*, sponsored seven years by the National Assn. of Manufacturers; *Linda's First Love*, on ten years for Kroger Grocery and still going strong; *Aunt Jenny's True Life Stories* and *Big Sister*, both sponsored by Lever Bros.

In addition to Mr. Silver and his wife, the latter to be program director of the new station, other WIRA personnel includes Conrad Clemans, formerly chief of WBLK Clarksburg, W. Va., chief engineer; Bill Stonerook and Jane Brewer, announcer - operators; Sally Crane, previously with WTMC Ocala, Fla., traffic manager.

. . . . Back Again on KSO!

Gene SHUMATE

Iowa's TOP Sports Announcer

To Give You *New Sports Listeners* in Central Iowa

Good News for Iowa sports fans . . . and *You!* Gene Shumate's back on KSO after 2½ years in the Marines. Gene's return gives you Iowa's *most popular sports announcer* to attract *new listeners* for your sales messages.

Shumate's following is large and loyal. Folks in Iowa know him. He's *their* type of announcer . . . handles football, basketball, baseball and track with equal ease. He gives sports fans the facts with plenty of color and dash. Gene has been KSO's top sports announcer since 1936. We're *glad* to have you back, Gene. *Welcome home!*

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner **George J. Higgins, General Manager**

Represented by Headley-Reed Co.

20th Anniversary in Radio!

Leanna Driftmier, KMA's pioneer Homemaker, originated the "Kitchen Klatter" program in March, 1926. It is broadcast direct from her home, Mon. through Sat., 3:15-3:45 p.m.

Leanna's sincerity, friendliness, and genuine concern for others have made her the trusted adviser of thousands in cooking, canning, housework, sewing, menu planning, and child rearing.

Though few of her accounts solicit mail, her daily average is 540 orders per day. Most of these orders come in the form of friendly letters also containing household hints, recipes, or questions. Her program is, therefore, an "experience exchange". For instance, a young bride may want some advice on making good gravy. Remembering that they once had the same problem, proficient cooks write in the most successful methods they have found. That's why Leanna's program is so popular—for listeners have a personal part in it. It is also an outlet for the inherent neighborliness so characteristic of Corn Belt folks.

Never relying upon "cold" commercials or "high pressure" sales talks, Leanna quietly and confidentially recommends. Consequently, her selling record has been phenomenal for her 6 participating sponsors. Her premium response for a nationally-known yeast company was 15,169 in 5 weeks for a free recipe booklet. For a nationally-distributed coffee, her premium response in 11 weeks was 11,259 for a house plant specialty requiring a label and 10c. Another label and 10c offer for a chrysanthemum plant brought in 11,686 responses in only 7½ weeks.

Leanna Driftmier's "Kitchen Klatter" program is characteristic of the down-to-earth appeal of KMA-produced programs. For particulars on what we can do for YOUR account, contact your nearest Free & Peters office—or call us.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

Owen Saddler, Station Manager • H. O. Peterson, Sales Manager

155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Hawaii

(Continued from page 41)

Mary Frances Feely, 1 share, secretary.

A. L. Glassman, 5-6th owner of KLO Ogden, Utah, is 16.67% owner of Pacific Frontier. Robert H. Hinckley, vice president of American Broadcasting Co., who is half-owner of KALL Salt Lake City and interested in several other applicants, also holds a 16.67% interest in Pacific Frontier. The application states that the company will be interested in television as the art progresses. Tentative transmitter site is up in the hills at Upper 1212 Alewa Heights Drive.

A new station is sought at Wailuku, on the island of Maui, by Maui Publishing Co., publishing the semi-weekly *Maui-News*. Largest shareholder, 332 of 1200 outstanding is J. Walter Cameron, president. Ray M. Allen is vice president, William Walsh, secretary-treasurer, William H. Belthis, assistant treasurer.

Others interested are Frank F. Baldwin, Henry A. Baldwin, John T. Noir Jr., all of Maui. Ezra J. Crane, formerly of KGU, would be manager of the station, which asks 1000 w on 550 kc. In general charge of operation would be Capt. Darrell C. Bouchin, Petersburg, Ind.

The State Dept. million dollar shortwave transmitter, KRHO duplicates a similar installation in San Francisco. It is beamed half the time to the Philippines, half to Japan, with some service to other points in the Orient. Ira Mercer, in charge, has a force of 10 engineers. The station operates its 100,000 w beam 10:30 a.m. to 6:30 p.m. and 10:30 p.m. to 6:30 a.m., Hawaiian time. It relays State Dept. and Armed Forces Radio Service programs from San Francisco.

Smallest island station is WVTZ, feeding Navy personnel at the air station a program service that travels one mile on the electric wire system.

Lear Output Crippled By Material Shortages

WITH a net profit for 1945 of $657,106.47 after taxes, Lear Inc., Grand Rapids, Mich., is plagued by the material shortages that have crippled many other industries.

A report to stockholders by William P. Lear, president, showed that 1945 earnings equaled 38 cents per share but pointed to limping 1946 production. On V-J Day, said Mr. Lear, the company had developed a national distributor-dealer organization through which the sales department had contracts in excess of $12,000,000 for home radios. Since V-J Day, however, production schedules have been revised downward. Mr. Lear's present estimate of 1946 production and sales of home radios is between $6,000,000 and $8,000,000.

Service Front

Krum to Interview Gen. Joseph McNarney

LIEUT. COMMDR. TY KRUM, whose cooperative *Veterans' Advisor* is heard over NBC Saturday 1:30-1:45 p.m., recently flew to Germany to interview Gen. Joseph T. McNarney, commanding U. S. forces in Europe, on the demobilization program's effect on American occupation. The interview was broadcast at program's usual hour.

Among others Commdr. Krum was to interview on his return are Maj. Gen. Thomas B. Larkin, the Army's Quartermaster General, March 23; Wilson Wyatt, National Housing Administrator, March 30; Vice Adm. Louis E. Denfield, chief of the Navy's bureau of personnel, April 6; Gen. Omar Bradley, U. S. Veterans' Administrator, April 13; Secy. of War Robert Patterson, April 20; and Gen. Paul M. Hawley, surgeon-general of the Veterans' Administration, April 27.

* * *

Diller Reassigned

BRIG. GEN. LeGRANDE DILLER has been named secretary to the general staff of the supreme commander. He has recently been on leave of absence as Gen. Douglas MacArthur's public relations officer. The newly created position is that of secretary to the heads of various sections who are under a chief of staff. Brig. Gen. Frayne Baker, who has been acting public relations officer, replaces Gen. Diller in his former position.

* * *

DSM to Auchinloss

COL. SAMUEL S. AUCHINLOSS, Army Signal Corps, last Thursday was awarded Distinguished Service Medal for service from April 1943 to June 1945 as assistant to the Chief Signal Officer, General Headquarters Southwest Pacific Area. His citation especially pointed out his assistance in establishing signal communications for general headquarters during the initial phases of the occupation of Leyte and Lingayen.

* * *

Dougall Returns

MAJ. TOM DOUGALL, who wrote *The Lone Ranger* (ABC), is back in the U. S. on terminal leave. He was last assigned as executive officer of the radio section of the public relations division of SHAEF at Frankfurt.

* * *

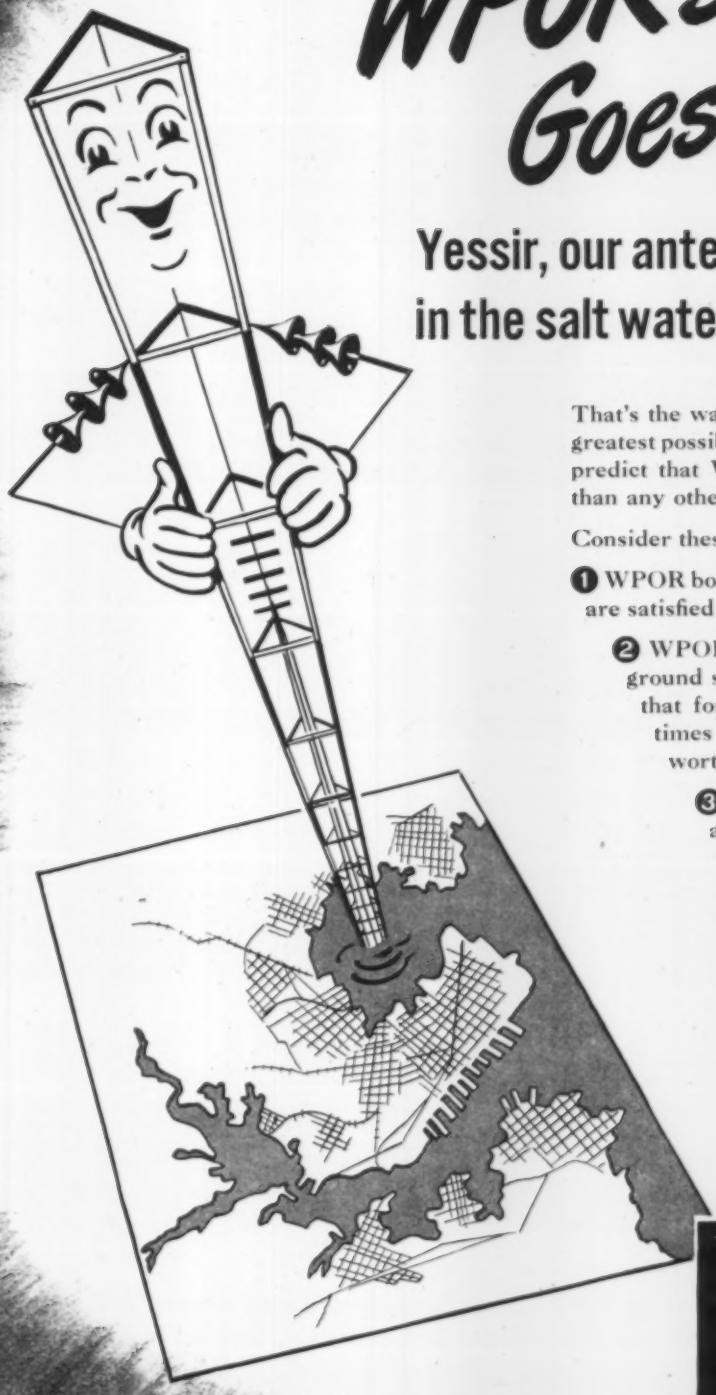
Assigned to Baltimore

LIEUT. LORIN S. MYERS, former assistant sales manager of WSB Atlanta, has been assigned to the public relations office, headquarters of Third Service Command, Baltimore.

* * *

LAWRENCE LADER, former lieutenant and officer-in-charge of troop information with AFRS New York, has joined *Coronet* Magazine, New York as contributing editor. He will continue to write free lance radio.

WPOR's antenna Goes Wading!



Yessir, our antenna has gone wading— in the salt waters of Portland's Back Cove

That's the way to deliver the strongest possible signal to the greatest possible number of listeners. Engineering calculations predict that WPOR's antenna system will be more efficient than any other regional station we've ever seen.

Consider these 3 facts:

1. WPOR bought a half wave vertical antenna! (Most stations are satisfied with a quarter-wave.)
2. WPOR's antenna stands right in the water where our ground systems can burrow in the salt mud! Can't beat that for ground conductivity! (It cost WPOR 3 or 4 times as much as most similar stations spend, but it's worth it in results.)
3. WPOR's transmitter is located almost exactly at the geographical and population center of Greater Portland. (Other Portland stations are 4 to 6 miles away.)

That's what we call serving the public, listeners and advertisers alike. (It helps WPOR, too.)

WPOR

100% for Greater Portland

MAINE · VACATIONLAND · U.S.A.

Weigh this figure for Size!

National Spot Program Business

60% UP

This sensational increase for January and February is convincing proof of the effectiveness of WMMN tailor-made programs — programs tailored to please one of America's Greatest Direct Response Audiences!

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Sale of KELO Sioux Falls Sought Under Duopoly Ruling

COMPLYING with FCC's duopoly rule requiring it to dispose of one of its Sioux Falls stations, either KELO or KSOO, the Sioux Falls Broadcast Assn. Inc. last week applied for Commission consent to the sale of KELO, fulltime outlet, to Sam Fantle Jr. for $100,000 and his 25% interest in Sioux Falls Broadcast Assn.

At the same time the Commission was asked to authorize KSOO, currently a limited-time station, to increase power from 5 kw to 10 kw with directional antenna at night. The Commission had said that if the limited-time station was retained it might seek nighttime operation with directional antenna to protect WRVA Richmond, dominant station on the channel (1140 kc), as previously requested but denied without prejudice under the wartime freeze policy.

Meanwhile, the Commission, in the *Federal Register*, on Tuesday served notice of the proposed sale of WPAR Parkersburg, W. Va., by Capt. John A. Kennedy, USNR, and Mrs. Kennedy for $307,500 to News Publishing Co. of Wheeling, W. Va., publisher of the Parkersburg papers [BROADCASTING, Jan. 28]. Action on the proposed transfer will be withheld for 60 days from March 3 for submission of competing bids under the proposed FCC "auction" procedure. WPAR operates fulltime on 1450 kc with 250 w.

KELO Assignment

Proposed assignment of KELO license, also announced by FCC on Tuesday, is to Midcontinent Broadcasting Co., a new firm in which Mr. Fantle owns 98 2/3% of stock. Mr. Fantle is vice president and treasurer of Sioux Falls Broadcast Assn. and has been associated with KSOO-KELO since 1937 except for 20 months in armed service. He also has a 49% beneficial interest in Fantle Brothers department store at Sioux Falls.

Associated with him in Midcontinent are Evelyn N. Fantle and Pierce H. McDowell, vice president of Northwest Security National Bank at Sioux Falls, each of whom owns two-thirds of one per cent interest in the new company.

The proposed sale covers KELO and, in addition to specified broadcasting properties, certain land and office furniture. KELO operates on 1230 kc with 250 w power.

An application is pending for transfer of control of Sioux Falls Broadcast Assn. from the late Joseph Henkin to Morton H. Henkin and Ruth J. Henkin as executors [BROADCASTING, March 4]. Mr. Henkin, who died last October, owned 102 of 200 shares of stock outstanding. The executors own 24 each as individuals. The remaining 50 are held by Mr. Fantle but would be transferred as part payment in the purchase of KELO.

Sioux Falls Broadcast Assn. had been given until March 25 to dispose of KELO or KSOO but was granted temporary authorization to operate both stations in the interim period [BROADCASTING, Nov. 19].

WGNB FM Party

WGNB Chicago, WGN's FM station, held a public FM party for about 600 guests Monday evening March 18 to meet the fast-growing public interest in FM and to familiarize them with the development of high fidelity broadcasting. In its studio theatre, station presented a live concert from 8-8:30 p.m. and showed a color motion picture explaining the FM technique and features. Col. Robert R. McCormick, owner of WGN, explained how the war had stopped manufacture of FM receiving sets, but had given WGNB (established in Sept. 1941) an opportunity to experiment with technical possibilities and recently with programming. "WGNB became the first fully-staffed FM station in Chicago, and today, after a year of full-scale operation, it stands ready to take its place among the major stations of the nation," Col. McCormick said.

FM PROMOTION

Freeport 'Journal-Standard' Educates Its Readers

USING full-page ads and editorial promotion, the *Freeport* (Ill.) *Journal-Standard* is educating its readers on its new FM station, WFJS, for which the FCC issued a conditional grant last November. Plans are to have the station on the air before the end of 1946.

With the slogan, "Be Sure Your New Radio Has FM," the *Journal-Standard* is conducting a campaign to make Freeport FM-conscious. Thirty-six local dealers were guests of the newspaper at dinner at the Hotel Freeport a fortnight ago. Donald L. Breed, editor and publisher, outlined plans for WFJS and presented a movie: "The Story of FM."

A daily column, "FM Radio Quiz Corner," is published in the *Journal-Standard* to answer publicly readers' questions about FM. In addition, the newspaper is distributing booklets, "The FM Primer."

Capt. Thomas C. Moers, for three years Signal Corps radar maintenance officer for AAF, and for nine years head of the Freeport high school science department, has been named radio director by the *Journal-Standard*.

GE equipment has been purchased and the newspaper is negotiating for a tower. Architects have completed preliminary plans for studios and offices.

ENGINEERS EXPLORE MOON RELAY PLAN

Triangular bounce pattern between earth (below) and moon.

TWO MONTHS after Signal Corps moon-ranging radar experts announced such a thing was possible, engineers of Federal Telecommunication Laboratories, an associate of IT&T, last week disclosed they had been engaged in an analysis of the possibilities of radio transmission between two points on earth via the moon.

Said FTL's engineers: It is entirely possible "in the not-far-distant future" to establish communication between distant points on the earth by very-high frequency radio waves bounced off the moon.

Radio signals thus sent could be received, after reflection from the moon, at any receiver in the earth's hemisphere then visible from the satellite. Advantages of moon-bounced radio, said the engineers, were (1) natural obstacles (mountains) between transmitter and receiver would have no effect on the signal; (2) reception would be the same at all receivers regardless of adverse local conditions such as mountains; (3) networks of line-of-sight-relay stations for television would be unnecessary.

FTL's engineers admitted that although their analysis had shown that moon-bounced radio communication was possible and its results calculable, actual achievement "is at present physically difficult and expensive."

AFRA Session

EXECUTIVES of AFRA locals in Washington, Cincinnati, St. Louis, Pittsburgh, Detroit, Cleveland and Boston will convene in New York's Bar Bldg. March 29 for a three-day conference with the union's national officers. Between 35 and 40 representatives of the AFRA locals are expected at this first of a series of area conferences to be held by the union in advance of its national convention. Emily Holt, national executive secretary, will deliver the keynote speech at 1 p. m. March 29. Meeting will run until Sunday evening.

WITH A MARKET LIKE AUSTIN, WHO WOULDN'T BRAG?

Texas folks are inclined to brag a little, and we here in Austin are doing our share of it. But, they say—"It ain't bragging if you can prove it!"

It's no secret that Austin is one of the best business spots in the Southwest. Things have been lively here since 'way back in 1930 when this capital city started a phenomenal growth that increased the population 65% in ten years, and is still continuing (114,605 City Directory in 1944).

Prosperous folks, too—the average Austin family income is over 19% higher than the national average. And there's no post-war let-down, because Austin's income derives from the solid basis of agriculture, industry, commerce, education and state government. That's why business is good the year 'round in Austin ($65,901,000 Net Retail Sales), and it's why this rich, balanced market is a "must" in any Texas promotional sales campaign.

The best way to sell the Austin market is through KNOW, the oldest and by far the leading Austin station at any hour of night or day, as proved by Hooperatings. An influential, sales-producing station, KNOW consistently delivers more listeners per dollar. Write us for further information and ask for our late Hooperatings and our booklet, "The Austin, Texas Area."

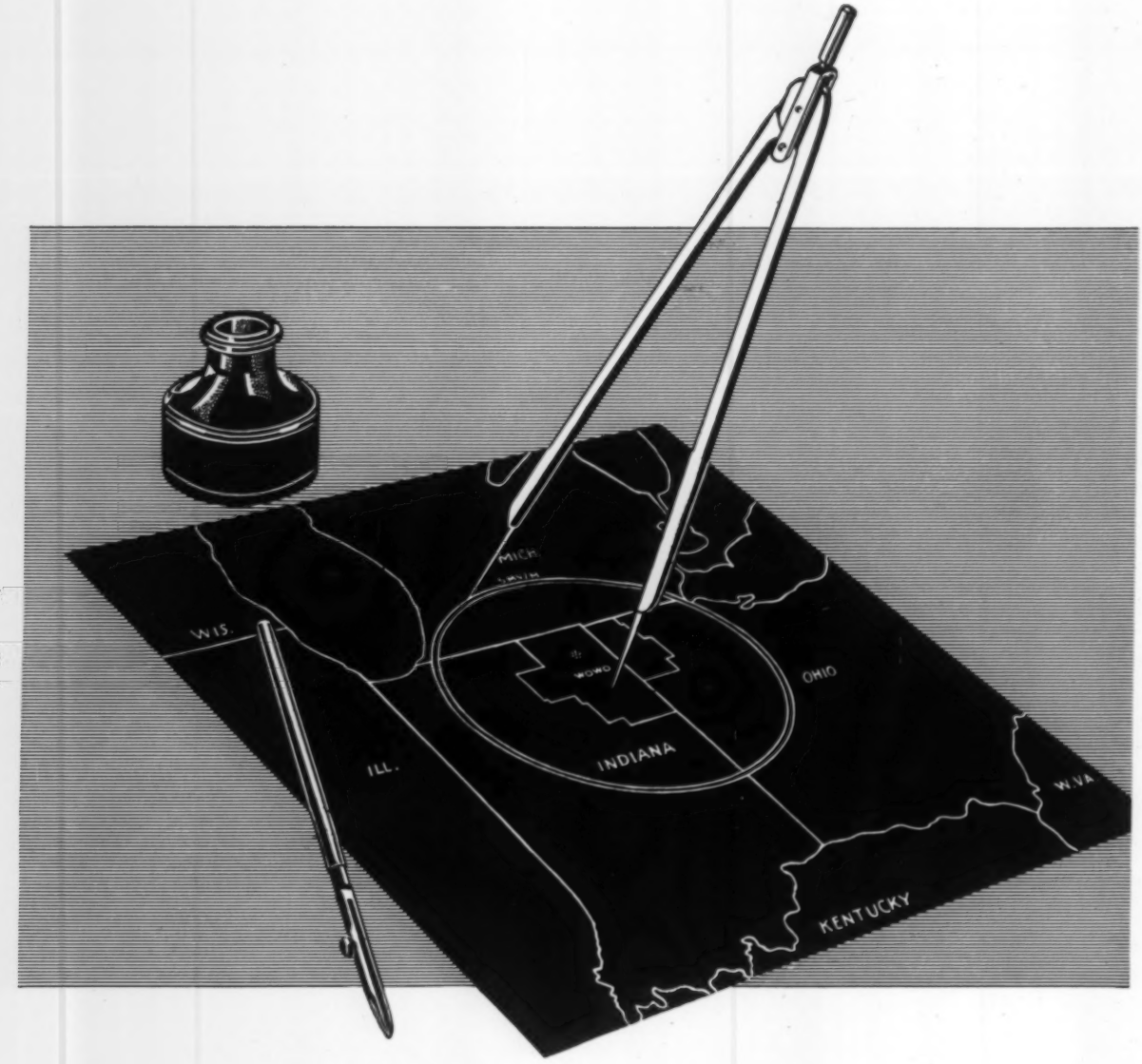
RADIO STATION

KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco



BLUEPRINT OF PRIME LOCATION!

Concentrated coverage.. where it counts the most! Half urban, half rural. Get complete information on WOWO's tri-state market. A detailed brochure is yours for the asking. Write "Blueprint," WOWO, Fort Wayne 2, Indiana.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • KEX • KYW • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES — EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Westinghouse Radio Representatives Entertained

REPRESENTATIVES of Westinghouse Radio Stations Inc., and of several Chicago agencies were entertained at a luncheon recently by Oliver Morton (center), manager of NBC Central Division Spot and Local Sales. Seated (l to r) are: Harvey McCall, KYW Philadelphia; Lee Hammett, Western Advertising; George Tons, KDKA Pittsburgh; Margaret Wylie, J. ald, Westinghouse; George Bolas, Walter Thompson; B. A. McDon-Dancer - Fitzgerald - Sample; Mr. Morton; Jos. E. Baudino, KDKA; Evelyn Vanderploeg, Schwimmer & Scott; David Dole, Henri, Hurst & McDonald; Ray H. Reynolds, Rogers & Smith; Kay Kennelly, Arthur Meyerhoff & Co.; C. Herbert Masse, WBZ Boston. Standing (l to r) are: Robert Ewing, E. C. Cunningham, George E. Halleman and John McPartlin, all NBC spot sales; and Sangston Hettler Jr., H. W. Kastor & Sons.

Plan to Give FDA Advertising Check

Proposed Amendments to Reece Bill Are Ready

JURISDICTION over food and drug advertising and labeling will be given to the Food & Drug Administration under proposed amendments to the Reece bill (HR-2390), which will be reported within the next fortnight to the House Interstate & Foreign Commerce Committee by a subcommittee.

After more than a month of hearings, the subcommittee will meet early this week to consider amendments. The measure was introduced in February 1945 by Rep. B. Carroll Reece (R-Tenn.) [BROADCASTING, Dec. 24]. Under present procedure jurisdiction over labeling and advertising control is divided between Federal Trade Commission and FDA.

Testimony before the subcommittee indicated a general feeling on the part of industry and advertising agencies that the control should be centralized and that the Food & Drug Administration is the proper Government control agency. On the subcommittee are Reps. Sadowski (D-Mich.), Rogers (D-Fla.), Rabin (D-N.Y.), Reece, O'Hara (R-Minn.), and Howell (R-Ill.).

After the subcommittee reports the bill to the full committee the latter then will either accept its subcommittee recommendations and report the bill out or will add its own amendments.

KWTO Originates

KWTO Springfield, Mo., is now key station for Mutual's coast-to-coast "Korn's-A-Krackin'" show on Saturday nights.

RMA Schedules Two Meetings Next Month

TWO meetings are scheduled next month by Radio Manufacturers Assn., a spring conference at the Roosevelt Hotel, New York, April 9-11, and an Engineering Dept. meeting April 29-30 at the Penn-Harris Hotel, Harrisburg, Pa.

Spring conference will include a board meeting as well as sessions of various RMA committees. New Amateur Radio Activities Section, under Chairman W. J. Halligan of Hallicrafters Co., Chicago, will hold its first gathering. Projects to be discussed by the conference groups include industrial relations, services to RMA members, and several promotion projects including radio equipment in schools, FM and television. Final plans will be made for the RMA annual convention in Chicago June 11-13. Presiding at board meeting will be President R. C. Cosgrove, of Crosley Corp.

Program for the engineering meeting was arranged by Virgil M. Graham, associate director of the RMA Engineering Dept.

WGST Guests

M.C. AT first WGST Atlanta, Ga., show emanating from International Monetary Conference on Wilmington Island, Ga., was Secretary of Treasury Fred M. Vinson. Among participants in show were T. L. Soong of China, Lord Keynes of England and Pierre Mendes-France of France.

CHRIS CROSS GETS UNO LIAISON POST

CHRISTOPHER CROSS, BBC public relations manager in North America for nearly two years, has relinquished his position to join the Information Dept. of UNO as director of liaison with American broadcasters and radio press.

In announcing Mr. Cross' resignation, effective at once, Charles Brewer, BBC North American director, "regretted" the loss of Mr. Cross, who "has served well the BBC and the cause of Anglo-American radio collaboration. We are gratified, however, that in his new position at UNO he will be able to apply his talents to the cause of world radio collaboration in the interests of lasting peace."

With UNO Mr. Cross will also supervise booking of UNO personalities and programs on U. S. networks and stations.

Before joining BBC, Mr. Cross was assistant publicity director at MBS. He has written for radio, films, newspaper syndicates and magazines and is the author of several books.

Ballantine Cancels

P. BALLANTINE & SONS, Newark (ale), because of Government grain conservation policy, after 26 weeks is cancelling weekly NBC *His Honor, the Barber* series following broadcast of April 9. Agency is J. Walter Thompson Co., New York.

Advertising Classes

WITH outstanding advertising and radio executives as speakers, Los Angeles Advertising Women's Club, has started a series of weekly night classes in "Advertising in Action," at Embassy Auditorium Assembly Hall, Los Angeles. Mrs. Don Belding is president, and Mary Elizabeth At Lee, executive chairman.

BROADCASTING IN THE PUBLIC INTEREST

Since the third Sunday in February when the last nightly FROST WARNING of 1945-46 Season was broadcast over this station at 8:00 p.m., letters expressing gratitude for this invaluable service have arrived from some 30,000 agriculturalists throughout California and Arizona. This marks the *fifth* consecutive year of these broadcasts which commence on November 15th and close near the middle of February. Temperature and dew-point forecasts for the eleven Citrus Districts of Caliornia and Arizona are given by Floyd B. Young, Regional Director of the U. S. Weather Bureau, by remote control from the Bureau Headquarters in Pomona, California. Time for these nightly warnings is pre-empted from commercial network advertisers. In addition to the FROST WARNING, Station KFI schedules the NOON FARM REPORTER daily and REGIONAL FARM NEWS from Tuesday through Saturday at 5a.m. in the interest of half-million farmers, ranchers and growers in its listening area.

RETURN OF THE NATIVES

Two KFI announcers back at their old posts after completing a stint with Uncle Sam are TOM FRANDSEN and DAVE STARLING. Frandsen served as a pilot on the staff of Admirals Hardison and Wagner. Starling was with the infantry in the European Theatre.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company

Durham

North Carolina's 3rd largest city. Second top city in drug sales. Home of Duke Univ. Maker of 75% nation's cigarettes. Impartial . . .

Surveys

prove Durham prefers one station over all others combined. Naturally that's the station advertisers . . .

Favor

or moving merchandise quicker at least cost. The tation that blends the ocal touch with the best rom CBS.

WDNC

wned By
urham Herald-Sun
apers

presented by Howard H. Wilson Co.

NAB 11th District Protests Program Censorship by FCC

IN THE FIRST membership action taken by the NAB since issuance of the FCC program report, 300 members of District 11, meeting in Minneapolis, have scored the report and asked the association, by resolution, to fight the new procedure. (See story on page 17.)

Defense of broadcasters' constitutional rights before the Supreme Court by a licensee station should be undertaken, NAB President Justin Miller told the delegates, representing stations in Minnesota, North Dakota, and portions of South Dakota, Wisconsin and Michigan. Meeting was held Monday and Tuesday at the Radisson Hotel.

Aroused by the FCC's action, the district's resolution called for judicial or Congressional investigations to determine the limit of the FCC authority as imposed by the Communications Act. It bluntly questioned FCC's authority to censor program content or policies "as contrary to both the letter and the spirit" of the act.

Counter-Action Urged

The resolution challenged "this assertion of authority" and viewed it as "a further step in the direction of complete Government control and domination of radio and an invasion of the rights of freedom of speech. Therefore, be it resolved that we call upon each and every individual licensee to fully inform himself concerning each and every legal, social, political and economic implication of the FCC report and the adoption of every possible measure for the protection of the rights of the American people in free and untrammeled radio."

The resolution was read by C. E. Arney Jr., NAB secretary-treasurer, and was prepared by the resolutions committee, of which Barney Lavin, WDAY Fargo, N. D., was chairman.

Some Commission statements concerning abuse of public interest programs were conceded to be valid, but it was contended the entire industry should not suffer for the self-interest of a few stations.

At the opening session Monday President Miller reminded that northwesterners, long identified with liberal government, "bitterly resent" this "latest gesture of governmental despotism." He added: "If we have grown so sleek, so fat as to let government take over, then radio cannot serve in the public interest.

The FCC action was unconstitutional and "a direct abridgment of the First Amendment," he said. Part 2 of the FCC report, he warned, is particularly dangerous in that it arbitrarily sets up as law, regulations which it has no authority to enforce. "These regulations are not granted by Congress, which clearly specifies the exact limits of FCC control," President Miller said. "It is your duty as broadcasters to warn your listeners of this violation of free speech and to do everything in your power to force direct Congressional action."

He pointed out that newspapers which have pioneered in the fight for freedom of speech and radio, must "have unfettered use of the First Amendment" and cannot "stand idly by." He condemned the FCC for what he termed granting of temporary licenses on the basis of "intimidation."

Discussing the Lea Bill (S-63) and Petrillo, Mr. Miller said broadcasters must not expect the bill "automatically to change the balance of power between management and labor." He declared the bill is not directed solely against Petrillo but "embraces all unions connected with communications. It is a piece of criminal legislation which, if passed, will prosecute violations on the part of management equally with those by labor."

Broadcasters must expect to negotiate, whatever the future of the Lea Bill, he explained, reminding that NAB has "every hope" for an understanding with Petrillo.

Presiding at the 11th District meeting was A. E. Joscelyn, general manager of WCCO, Minneapolis, taking the place of E. L. Hayek, manager of KATE Albert Lea, who is recovering from an operation.

Public Service Time

Luther Weaver, proprietor of Luther Weaver Associates, Minneapolis, agency, speaking at the district banquet on "The Listener and His Radio," said the public must make concessions if it expects to hear "so-called cultural programs." He declared it unfair to expect broadcasters to use their most valuable commercial time (evening hours) to provide public service for minorities. "Such programs need not be influenced by mass listening habits nor has anyone a right to expect them to be," he said, suggesting that public service can be rendered by informing listeners when such programs are to be presented.

At a meeting of the district program group with Richard Day, WDGY program director presiding, letters from representative broadcasters challenging the FCC report were read. They conceded ground for complaint but contended the Commission erred in using its control over licenses to enforce its views.

Spurred by Judge Miller's opening address the previous day, the district agreed Tuesday to inform their representatives in Congress of their objections to the FCC's "self-imposed authority."

At a roundtable discussion on the report, Fred Fitzsimmons, KFYR Bismarck, N. D., representing management; Gene Wilke, WCCO Minneapolis, representing programs, and Max Karle, WTCN Minneapolis, representing public service, opposed the FCC action.

Mr. Fitzsimmons agreed that a better house-cleaning job could be done but added that "we must convince the Commission that it is to be voluntary and not compulsory.

Mr. Wilke argued that a program could be "public service" and "commercial" at the same time, claiming the main job is to make such programs valuable to advertisers as well as listeners.

Mr. Karle declared entertainment is fully as much in the public interest as educational programming but noted that broadcasters too often are influenced by "private interest."

Attending the meeting were:

Frank E. Chizzini, NBC; Paul Clark, RCA; James H. Connelly, ABC; Robert F. Elrick, BMB; Gus Hagenah, Standard Radio; Ralph Hatcher, CBS; Scotty Keck, NBC; James Mahoney, MBS.

J. W. Huss, WJMS; Don Mathers, KDAL; Odin S. Ramsland, KDAL; H. E. Westmoreland, WEBC; Norman Boggs, WLOL; Tom Dawson, WCCO; Richard Day, WDGY; Alfred J. Harding, KSTP; A. E. Joscelyn, WCCO; Sam L. Levitan, KSTP; Sig Mickelson, WCCO; Miller C. Robertson, Steve Stevens, KSTP; R. B. Sturtevant, Westinghouse Electric Corp.

Frank Von Konynenburg, WTCN; Carl S. Ward, WCCO; Lee L. Whiting, WDGY; Gene Wilkey, E. W. Ziebarth, WCCO; Kenneth Hance, Stanley Hubbard, KSTP; B. Harland Ohde, KSJB; Warner C. Tidemann, KATE; John Meagher, KYSM; Bob Gardner, KYSM; Manny Marget, KVOX; L. A. Mair, KROC; Fred Schilplin, KFAM; F. C. Schilplin, KFAM; H. W. Linder, KWLM; Gordon R. Closway, KWLM; M. H. White, KWNO; O. H. Balch, John Pearson Co.; Hugh Feltis, BMB; James F. Kyler, SESAC.

A. W. Marlin, BMI; John Mayo, Langworth; Linnea Nelson, J. Walter Thompson Co.; Jack Dunn, WDAY; F. E. Fitzsimmonds, KFYR; Elmer Hanson, KILO; Barney Lavin, WDAY; Dolton LeMasurier, T. P. McElroy, KILO; Robert R. Tincher, WNAX; Sam Fantle Jr., KSOO; George Hahn, Morton Henkin, KSOO; C. E. Arney Jr., Frank E. Pellegrin, NAB; Howard Dahl, WKBH; George Frechette, WFHR.

NAB Meetings

9th District (Ill., Wis. in part), March 25 - 26, Palmer House, Chicago.

7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.

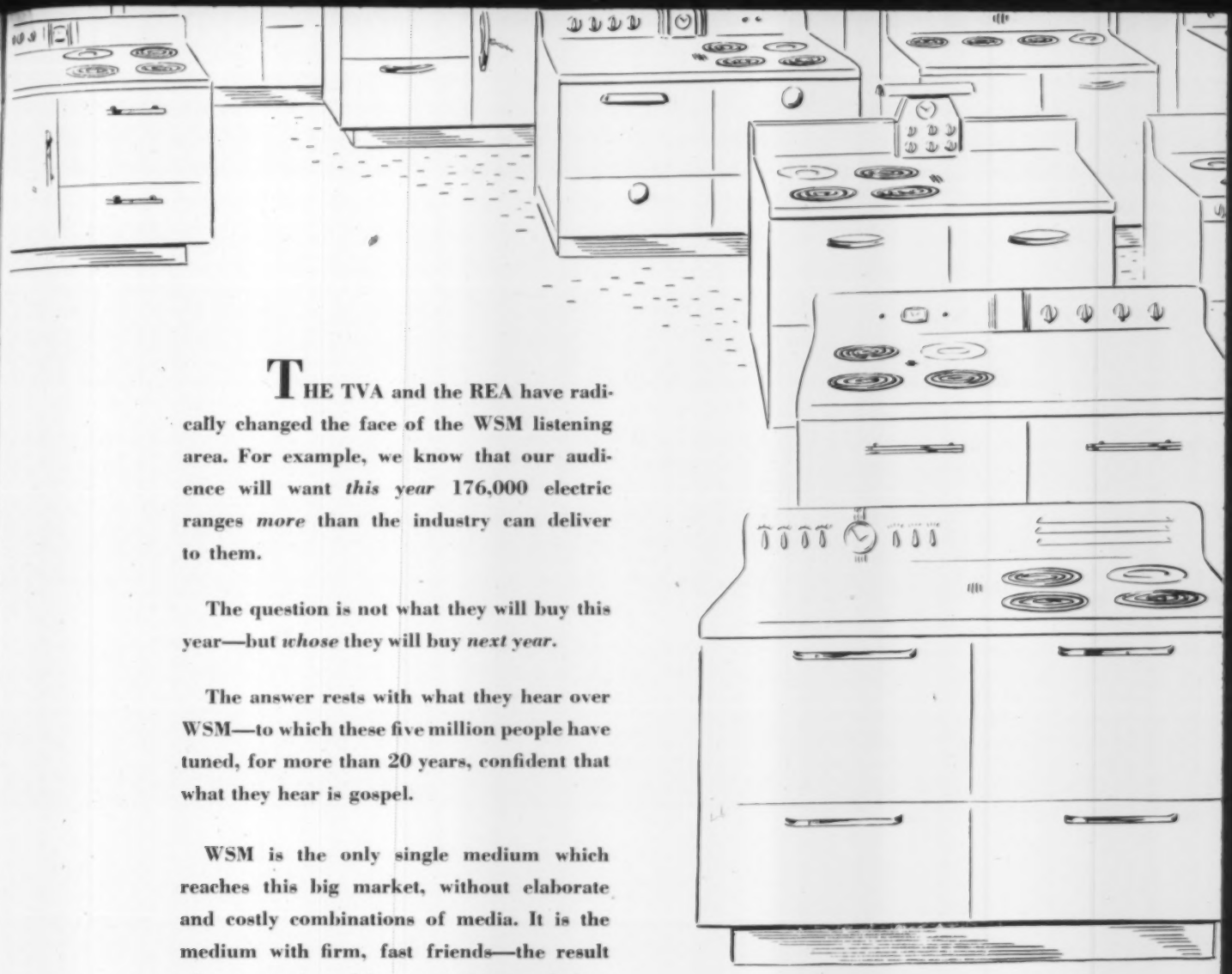
4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.

2d District (N.Y., N.J.), Roosevelt Hotel, New York, April 25-26.

5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.

1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Statler, Boston, May 13-14.

3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, May 16-17.



THE TVA and the REA have radically changed the face of the WSM listening area. For example, we know that our audience will want *this year* 176,000 electric ranges *more* than the industry can deliver to them.

The question is not what they will buy this year—but *whose* they will buy *next year*.

The answer rests with what they hear over WSM—to which these five million people have tuned, for more than 20 years, confident that what they hear is gospel.

WSM is the only single medium which reaches this big market, without elaborate and costly combinations of media. It is the medium with firm, fast friends—the result of a generation of honest, intimate relationship with its listeners.

HARRY STONE, *Gen. Mgr.*

DEAN R. UPSON, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

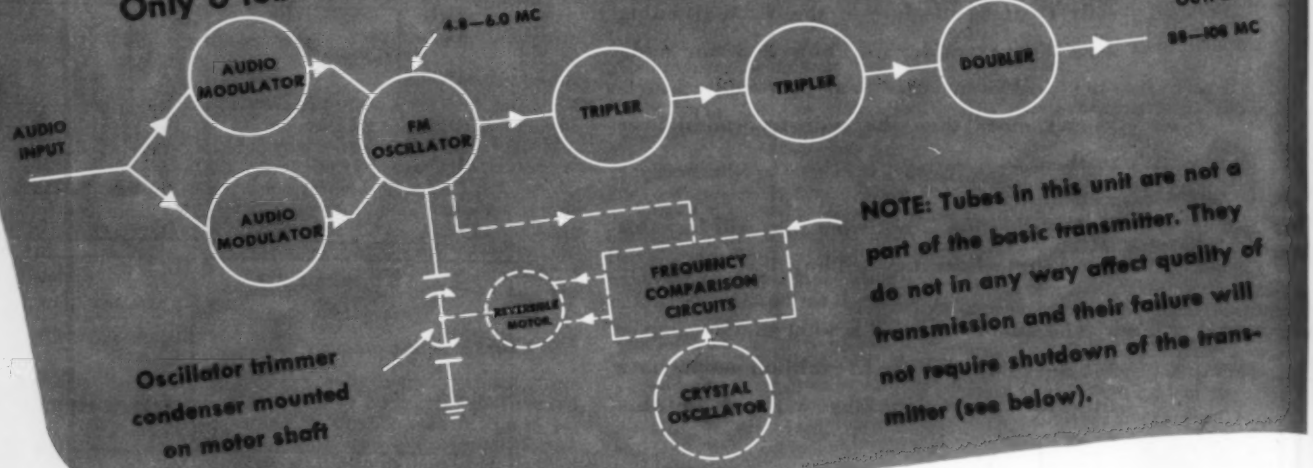
650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

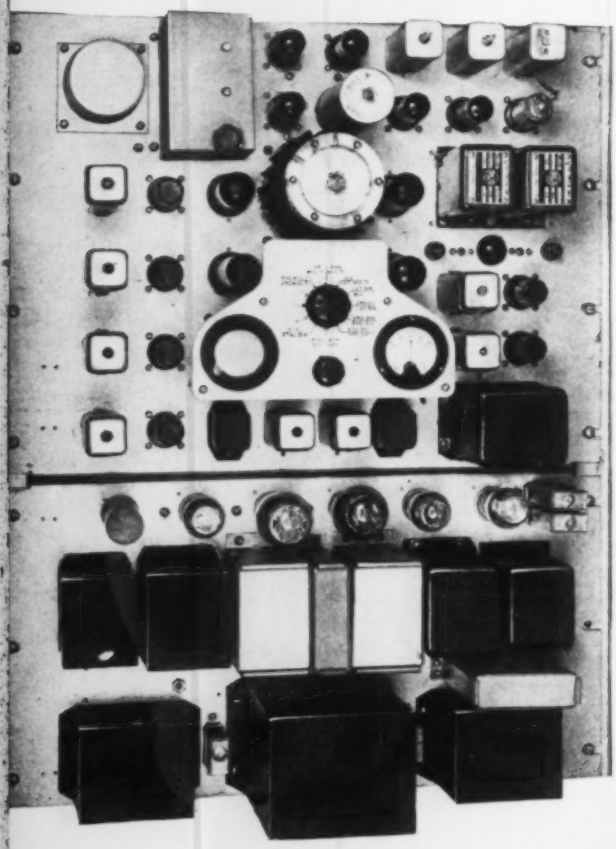
WSM

NASHVILLE

"DIRECT FM"

Only 6 tubes in the audio and RF generating circuits of this exciter


AUDIO INPUT
AUDIO MODULATOR
AUDIO MODULATOR
4.8—6.0 MC
FM OSCILLATOR
TRIPLER
TRIPLER
DOUBLER
FM MODULATED OUTPUT
88—108 MC
REVERSIBLE MOTOR
FREQUENCY COMPARISON CIRCUITS
CRYSTAL OSCILLATOR
Oscillator trimmer condenser mounted on motor shaft
NOTE: Tubes in this unit are not a part of the basic transmitter. They do not in any way affect quality of transmission and their failure will not require shutdown of the transmitter (see below).



BASIC CIRCUITS are mounted on this part of the exciter panel. They include two audio modulators, an FM oscillator, and three frequency multiplying stages (see diagram above).

AUTOMATIC FREQUENCY CONTROL is provided by the circuits in this part of the exciter panel. Two temperature-controlled, precision-ground crystals (one a spare) are provided. Sub-harmonics of the crystal oscillator and FM oscillator are compared. Any difference between these frequencies operates a reversible motor with a vernier condenser mounted on the motor shaft. The motor never turns more than 90 degrees either way. No gears, counter circuits, or compensating voltages are involved. Failure in this section does not take the transmitter off the air, since operation may be continued by making occasional manual frequency corrections.

REGULATED POWER SUPPLY is contained on this panel. Provides close control of plate voltages regardless of changes in a-c supply voltages.

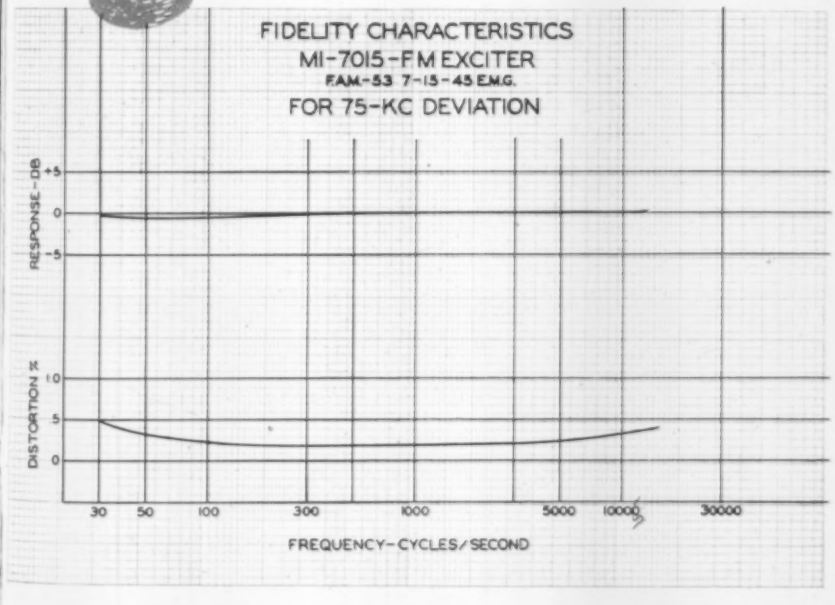
GROUNDED GRID for the FM

provides the lowest distortion!

COMPARE these laboratory performance measurements on one of the new RCA "DIRECT FM" EXCITERS

✓ **Distortion:**
Less than ½% from 30 to 15,000 cycles

✓ **Frequency Response:**
Within ±½ db from 30 to 15,000 cycles



THE CURVES at the left show the distortion and response versus frequency as actually measured on one of the first of the new RCA "Direct FM" exciter units. Distortion has been measured at less than one-half of one per cent over the whole "FM range" of 30 to 15,000 cycles, with frequency response varying less than ½ db over the same range.

The fidelity which can be obtained in an FM transmitter is basically limited by the distortion and noise introduced in the FM generating circuits located in the exciter. The simple, straightforward circuits used in the RCA exciter are inherently capable of lower distortion and lower noise level than any other type yet developed. The curves at the left prove this!

The station which proposes to provide true "FM Quality" should start with the best exciter available. We believe that the RCA "Direct FM" exciter is just that!

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

Editorial

Program Report: II

WHAT IS wrong with American broadcasting?

Here are the answers to that question as implied in the FCC report on *Public Service Responsibility for American Broadcasters:*

It is excessively commercial. It does not carry enough public discussion programs. It does not experiment sufficiently in new programs. It does not present enough sustaining local public service features.

Those are the major sins of American broadcasting in the opinion of seven Commissioners and a half-dozen of their advisers.

What, on the other hand, is the opinion of the listening public, to whom the voice of radio is projected throughout our land? By terms of the latest survey [BROADCASTING, March 18], four out of five listeners believe radio is doing an "excellent" or "good" job. BUT—one out of three persons interviewed was critical of commercial announcements.

This, then, appears to be what is wrong with American broadcasting—for its mission is to fulfill its obligation to the whole public, not to seven members of it. American broadcasters must do something about their commercial policies.

If there is any good to be found in the existence of the FCC program report, it lies here—that the report will move broadcasters toward self-examination.

That, by the way, is *all* that is good about the report, for it is and will remain a constant peril to freedom in this nation as long as its principle of Government interference prevails.

American broadcasters are not fulfilling their obligation to the listening public, nor, for that matter, to themselves, as long as one of three listeners disapproves of the commercial messages which form the foundation of the art's freedom from Government subsidy.

Licensees are the custodians of the public interest, to the same extent and in the same manner that a newspaper publisher must keep in mind always the commonweal. As such custodians, they cannot take the pulse of the public interest on the keys of an adding machine.

All of this has been said before—in these columns, in other columns, in forums of the art's leaders and now by the Federal Government. The saying of it is not enough; there must be doing.

What then and where then? The NAB, under the leadership of Justin Miller who swiftly called together a committee to discuss the program report, must draw its battle lines as quickly as possible. Perhaps it may be necessary in any plan for self-regulation to outline a procedure for punitive action, in which licensees who depart from standards which have nationwide acceptance will be dropped from NAB membership, and suffer the consequences of such ostracism.

But certainly American broadcasters individually must do something about their commercial policies. There rests upon them the responsibility to make themselves presentable in the eyes of the public. That done, any effort to suspend above them a sword of Damocles on a frail thread of "public interest" will avail nothing.

Excessive commercialism should be stopped. Hitch-hikes, cow-catchers and other daisy-chain forms of broadcast advertising should be discarded. Isolated cases of advertising which offends should be eradicated. But there should be no retreat from the self-evident premise that most of the best programs, albeit a few of the worst, are sponsored.

And as to programming? The public likes American programming. Of course there should continue to be in the future, as in the past, a never-ending aspiration to improve. But this improvement should be designed to meet the tastes of millions of American listeners—not limited to the selective judgment of seven Federal appointees.

For it must be remembered by most, although it is forgotten by some, that good programming means good listening. And you can spell that backwards, too.

Booby Trap

BECAUSE it's a political campaign year, sentiment in Congress is against legislation which might increase taxes. That's the line from Capitol Hill and thus it is concluded the International Allied Printing Trades Assn. campaign to saddle radio with a confiscatory franchise tax will get nowhere. John B. Haggerty, the association's president, in action again for the first time since the war's end, wants all radio profits beyond 15% siphoned off toward reduction of the "public debt." He also wants a limitation of $25,000 on radio salaries, including bonuses and other return. He wants this done because of radio's competition with the printing trades.

It would be dangerous for those in radio or in advertising to rest on their oars because of the word from Capitol Hill. This year it isn't politically expedient to legislate new taxes. Next year it might be. The printing lobby works overtime. Monthly circulars are being sent to members of Congress and to the union's membership. The plan is outlandish. It asks for far more than Haggerty's people think they can get. But they're working at it. With things happening as they are, radio can't afford to overlook any line of pressure-group opposition.

On Merit

PRESIDENT Truman's appointment of Rosel Hyde to fill one of the two vacancies on the FCC wins acclaim of those in radio as well as all those serving at the FCC. He started in with the old Radio Commission in 1928 in a junior legal capacity. He came up through the ranks to win the highest appointive legal post, as general counsel. He now will sit as a Republican member of the Commission itself, by dint of ability, perserverance and hard work. The merit promotion is an inspiration to the FCC staff and to all those in Government.

Mr. Hyde's promotion, however, leaves a staff vacancy which in these turbulent days is in some ways as important as the commissionership. This appointment is made by the FCC itself. Politics should not enter into that selection. It shouldn't matter whether the individual is Republican or Democrat, so long as the choice is made on ability alone.

Our Respects To —

CYRIL OUELLETTE LANGLOIS

FORTY YEARS ago in Detroit an eager boy soprano was the star performer at many a church social (he sang for little or no fee). The years since then have deepened his voice and elevated his finanical standing.

As head of Lang-Worth Inc., a transcription house with 300 radio stations on its client list, Cyril Langlois now hires the talent and reaps the rewards.

Lang-Worth, a title coined from contractions of its original partners' names (Mr. Langlois and Ralph Wentworth, who left the firm in 1941 to join BMI) provided a generous measure of support to the radio industry in its campaign to break the ASCAP musical stranglehold on the nation's microphones.

It was in the middle thirties that Lang-Worth, accurately forecasting the ASCAP storms that were arising in the industry, decided to confine its library to music in the public domain.

But U. S. radio, then apparently resigned to pay the ASCAP piper, was apathetic to Lang-Worth's plans. "Once we were in the hole $79,000," Mr. Langlois recalled. "For a while we had only 40 customers."

Business had begun to improve, and Lang-Worth could hope that solvency was just around the turntable, when in 1937 the NAB decided to organize its own transcription service and copyright bureau to complete with ASCAP and also to rustle in the dusty files of public domain tunes.

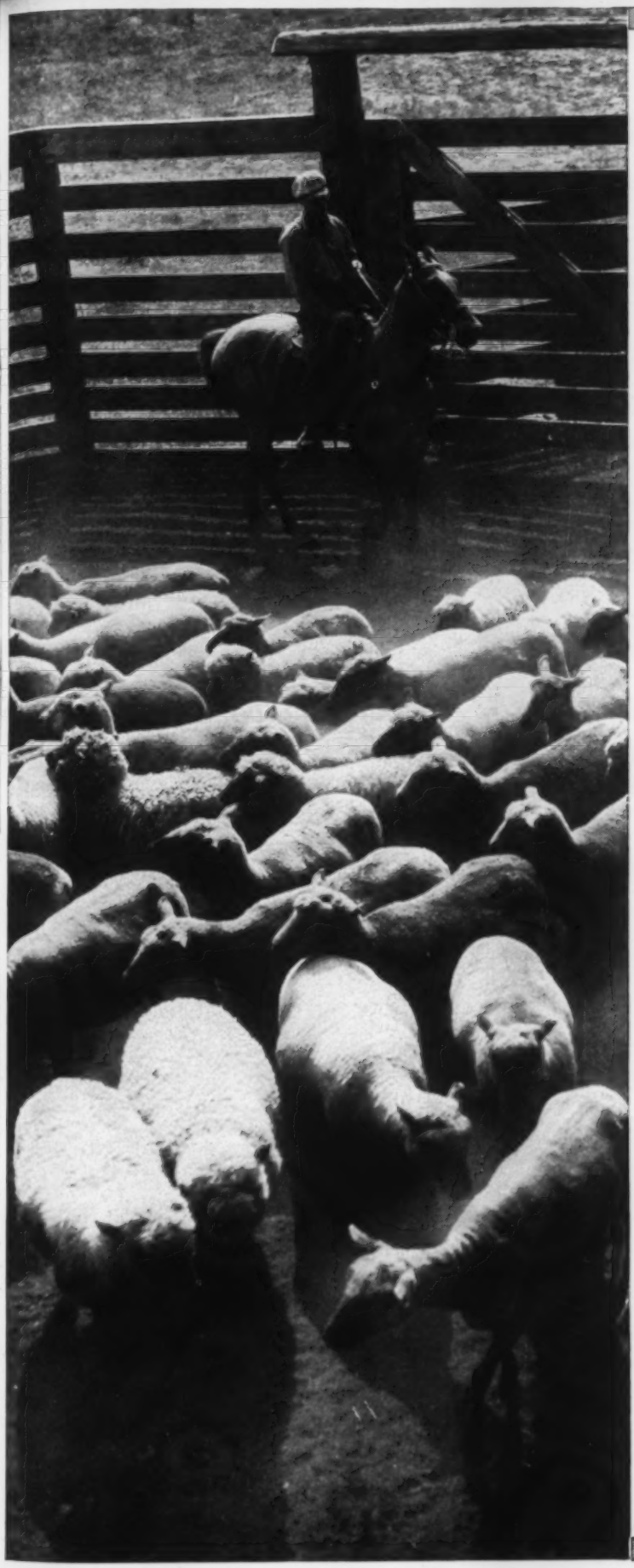
"Now all our potential customers had become our competitors," Mr. Langlois remembered sadly.

By reason of its superior experience in the transcription field, however, Lang-Worth was able to survive the competition by its customers. When ASCAP's tariffs were restored to more sensible levels in 1941, Lang-Worth itself emerged from the yellowed scores and began recording new music. But it still retained transcriptions of standard works which were in public domain.

The Lang-Worth library now averages more than 4,000 numbers. Stations in South America and Australia buy Lang-Worth records, too. Mr. Langlois expects soon to go into talent management, an enterprise which he regards as a natural coordinate of transcription sales. And after that he thinks wistfully of entering the music publishing business.

Mr. Langlois' business interests have varied in their nature as well as in their returns. As a youth he wanted to become a professional singer, but his father, a music teacher, pre-

(Continued on page 63)



OREGON

...is growing because of the things that grow in Oregon!

★

With this spring's wool shipment ... Portland becomes the second largest wool market in the world!

★

More livestock goes through the Portland stockyards ... than any other city on the Pacific Coast!

★

... Oregon's steady growth is today's promise of the Pacific Northwest's limitless tomorrow.

As a part of the community it serves ... KOIN works toward that future.

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc.,
National Representatives

CBS

Air for Real Estate

RADIO advertising is being increasingly used by real estate dealers, according to an article in the March issue of *Domestic Commerce*, written by Sarah C. Saunders, Division of Small Business, Bureau of Foreign & Domestic Commerce, Department of Commerce. Article refers to the book *Establishing and Operating a Real Estate and Insurance Brokerage Business*, one of a War Dept. series now printed in a civilian edition. The article notes that special or regular radio programs are being employed by progressive retailers.

High 'Hooper'

CAN YOU claim 90% of your listening area? By actual barracks check, VOHF, Voice of Harmon Field, Newfoundland, can boast that percentage. With plans for turning Harmon Field into a peacetime air base, VOHF may become one of the few Armed Forces Radio Service stations to be made permanent. Staff interprets the move as a reward for its high Hooper.

LOOK AT HOW WDAY RATES WITH ME!

WDAY is far and away your best bet for complete radio coverage here in Fargo's rich Red River Valley. Here are the actual figures, taken from a recent Conlan Survey:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

Dyke Explains Why Radio Proves Best Means of Re-educating the Japanese

"FOR OVER 55 years the Japanese have been subjected to a very thorough public relations campaign," Brig. Gen. Kenneth R. Dyke said last Tuesday in a Pentagon news conference. The job of the occupation forces is to break down the fallacies built up through those years, he explained, adding that radio was "taking on greater importance" as a means of reaching the people because it does away with the barriers presented by printed media.

Gen. Dyke, chief of civil information and education in Japan, is the former director of NBC advertising and promotion.

Radio Reaches People

Where a large majority of Japanese cannot read the simple characters used in directives and instructions, they can all understand the spoken word, he said.

He explained that the government propagandizing had become so bad that listening had dropped off in the last few years. It is picking up considerably now, he said, attributing the increase largely to the fact that the Japanese have become real fans of programs on the troop broadcasting network. These are broadcasts of Armed Forces Radio Service, airing popular stateside programs transcribed with commercials deleted. Troop broadcasting has taken over one of the two Japanese networks.

A third was being built up before the war, Gen. Dyke said. Many schools are wired for sound and the occupation forces are planning to use these circuits in the rehabilitation program.

"To demonstrate to the Japanese that 'you can now say what you think,' we have instituted a man-in-the-street program," he said. "That program has had an amazing effect on the thinking of the people." He said that the "man-in-the-street" has difficulty in realizing that his opinion is not only desired but is important in the democratic system.

Astounding Results

Promoting the democratic psychology of the importance of the individual, Gen. Dyke told of other programs now on the Japanese air —political forums, women's programs, farm programs, interviews. The results have been astounding, he asserted.

There have been no new sets manufactured during the last few years but they are beginning to come off the production lines. "Japanese radio is now operating at about 50% of normal potentiality," he said.

Denying rumors of censorship of either news to the Japanese or news filed by American correspondents in Japan, Gen. Dyke explained that his section worked merely in an advisory capacity, directing but not dictating the rehabilitation program in Japan.

The General will be back in Tokyo April 15. He is in this country on leave and to recruit badly needed personnel. "We need radio planning people," he said, "administrators, those who know how to present our program of rebuilding."

When asked how long he was planning to stay in Japan, Gen. Dyke responded, "'I would like another 20 years to accomplish my job."

New BBM Study

BUREAU of Broadcast Measurement, Toronto, now in its third year of operation, is to issue its second national survey report late in May. As a result of experience and frequent consultations with BMB in the U. S., BBM will cover in its next survey about 110 population centers having broadcasting stations as well as every county and census division having 1,000 or more radio homes. Report will include a tabulation of radio homes, county and census sub-division population and radio homes figures. Stations heard in county, census sub-divisions, cities and towns will be listed with the percentage of radio homes for each. Non-subscriber stations will be listed without data. Both Canadian BBM and the U. S. BMB surveys will be made at same time and identical techniques used throughout.

HAAKER THE SHOPPER

NBC Newsman Scours Stores For English Friends

FOR Ed Haaker, NBC correspondent in England, his first visit to the U. S. since 1943 has been less a vacation than a shopping tour; he was burdened with requests by rationed Britons to bring them goods they can't buy at home.

Mr. Haaker, beset by America's own merchandise shortages, wanted some new suits for himself, but in clothing-short New York he hasn't found any. For his British friends, however, he has bought: pajamas, paper diapers, pressure cooker, white blouse (34 bust) for an officers' club hostess, sharkskin bathing suit for a barmaid, suspenders and garters for an English Lord.

For an English Lady, Mr. Haaker has made the supreme male shopping sacrifice. Said he, his face reddening: "Her Ladyship asked for a two-way stretch."

CITATION by American Legion Auxiliary, Department of Iowa, has been awarded "Uncle Stan and Cowboy Ben Program," its sponsor, Little Crow Milling Co., Warsaw, Ind., and WHO Des Moines in "appreciation of constructive influence over juvenile activities through intriguing and wholesome entertainment."

Several years ago an unexpected frost in Southern California wiped out more than half of the citrus crop . . . cost orchard owners more than *fifty million dollars!* Today, California citrus growers make it their business to stay one jump ahead of Jack Frost.

For five years now, it has been part of KFI's business to help citrus growers do just that.

Nightly at 8 P.M. during the frost season KFI broadcasts detailed frost warnings by remote lines from the Fruit-Frost Station of the U. S. Weather Bureau. By regulating orchard heating operation according to this service, orchard owners now beat Jack Frost to the punch.

Here again is evidence of KFI's policy of adding purposeful local service to its top-ranking program structure. Hence, KFI's undisputed leadership in the rural as well as urban areas of Southern California.

KFI . . . **NBC** for LOS ANGELES

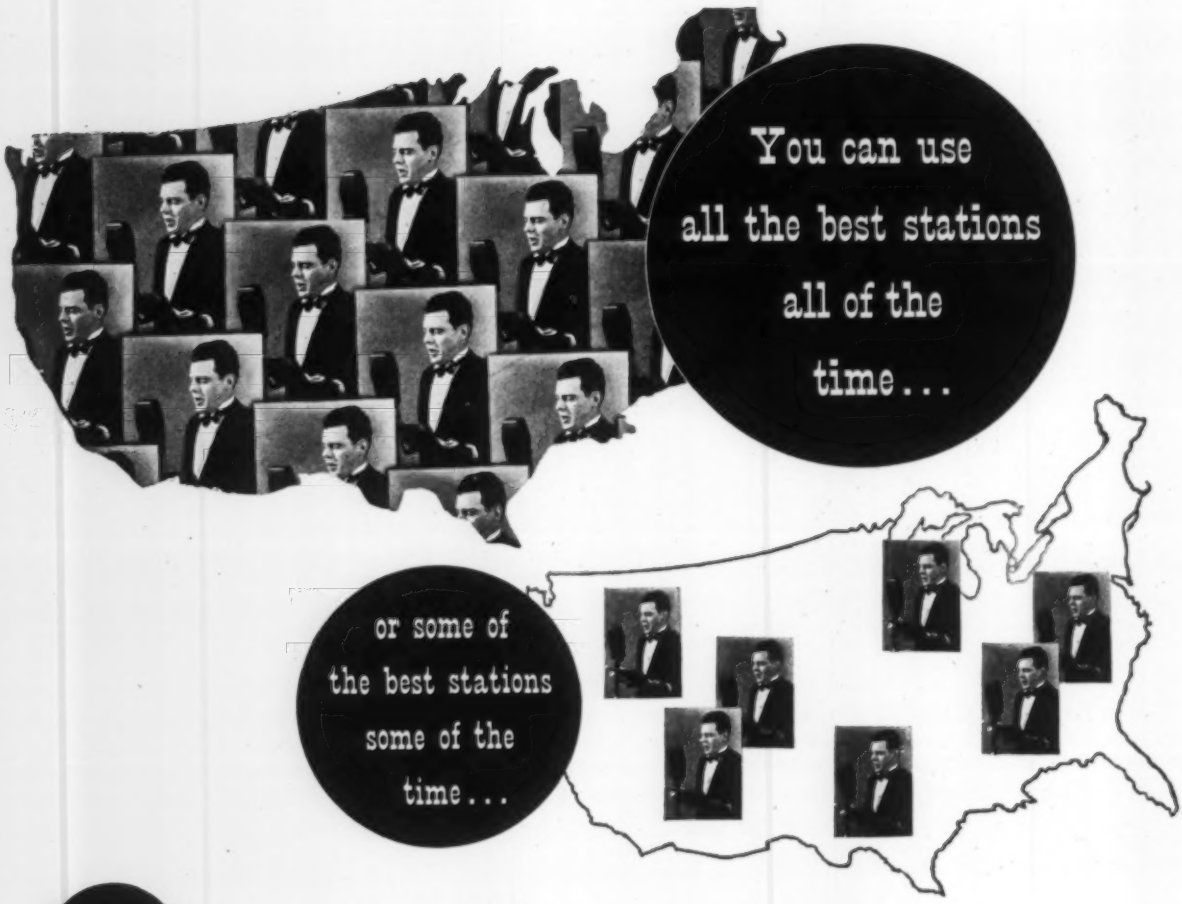
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

Valuable Weather Chart Developed by KFI

This unique weather chart, printed in four contrasting colors for quick reference and study, outlines all the temperature and climatic zones of Southern California, as well as frost warning districts. Developed by the Agriculture Department of KFI in collaboration with the United States Weather Bureau and farm industry leaders, this new chart offers valuable factual data never before compiled. The United States Weather Bureau recently adopted it as the official definition of Southern California temperature and climatic zones. Offered at the cost of 10¢ to cover mailing and handling, KFI's Weather Chart has already been requested by thousands of agriculturists throughout California.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES



when flexible SPOT BROADCASTING* sells for you!

Whether your radio time needs are a matter of minutes—or hours—*flexible* SPOT BROADCASTING is ready to sell for you. For you can arrange Spot Broadcasts quickly for fast action anywhere . . . using either programs or announcements to reach *ready-made* audiences, on a schedule that fits your budget.

Spot broadcasting is the *one* major medium available now which permits you to keep your advertising abreast of today's quick-changing conditions. You are not restricted to limited networks, one time of day, one program or one copy appeal. You can buy the best times on the preferred stations in markets of your choice.

That's why today—as sales, marketing and production problems complicate advertising plans—more and more advertisers are turning to Spot Broadcasting. They know, and you should learn, that this powerful medium is geared to meet the fast pace of reconversion.

Talk to a John Blair man. He represents many of the country's finest radio stations. And he'll gladly put his broad knowledge of radio, markets and merchandising to work for you.

*Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE *Magazine for April, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

Closed-Door Policy Plagues Novices

Development of Talent By Entire Industry Is Suggested

By BOB HUSSEY

West Coast Talent Supervisor
Young & Rubicam Inc., Hollywood

COMPLAINTS that radio offers insufficient opportunities for newcomers to show what they can do, and suggestions for solving the problem, are discussed herein by Bob Hussey, West Coast talent supervisor of Young & Rubicam. Y. & R. currently handles nine transcontinental programs and one five-times-a-week Pacific Coast regional show from Hollywood each week, with total weekly talent billing exceeding $100,000.

ONE of the more common squawks of the gentle etherfolk relates to the closed doors encountered on all sides by newcomers to the trade. The most frequently voiced charge is fundamentally true—many program producers *do* employ a small number of people regularly, the same people. Unknowns who are attempting to break into the sacred circle of the regularly employed aren't given the proper opportunities.

The situation is the same in Hollywood, Chicago, New York and elsewhere, and the problems resulting are the same. Taking Hollywood as an example, there are approximately 750 performers who derive revenue from commercial radio produced here. Of that number, however, a scant 50 or so hit the bell when it comes to heavy-schedule employment.

These are the old stand-bys, the proven performers. They've been successful for years because of a simple basic truth—they've been *good* for years. Program producers, beset with limitations on their time, turn to them because they know they are buying solid performances. The producers know what these performers can and cannot do, and by employing them are thus insured against inferior, inadequate workmanship. To employ an unknown, the producer would have to jeopardize the investment of the sponsor in finding out the player's abilities.

Well, the unknown actor rises to inquire, what can he do about it? Should he forget the whole thing, retire from radio and, despite his firm belief that he has the ability and only needs a chance to prove it, adopt another business? No, that isn't the answer. One with talent doesn't give up easily. If he does, he doesn't belong in the first place.

Auditions Not Infallible

The problem resolves itself to this: How can the producer become acquainted with the work of the novice? All branches of the entertainment world are constantly seeking—and needing—new blood. But in radio, how can the unknown demonstrate his wares to a producer who hasn't the time or the stamina to sit through hundreds of auditions weekly?

Auditions don't furnish the ideal answer. They have never proven infallible yardsticks in evaluating the abilities of radio performers. The auditionee, so to speak, handicapped by the natural nervousness of being "on trial" before critical ears, usually delivers a below-standard performance. Even good audition performances are a far cry from actual "on the air" standards, with the elements of timing, nuances, musical backgrounds, audience applause and reactions, and other vital factors involved.

Returning servicemen present added scope to the problem. Many of them were profitably employed by radio before going away—announcers, actors, and singers. But, having been employed on a free-lance basis, they have no G.I. Bill of Rights open sesame to a waiting job.

We at Young & Rubicam are keenly aware of the situation regarding new talent, and do our best to contribute to its alleviation by using as many newcomers as possible. At best this still means the use of only a very limited portion of the talent pool and constitutes no major solution of the problem. As a method of giving newcomers a break, however, it is undoubtedly used by other advertising agencies as well.

Who then is to unearth and develop this talent? The responsibility rests with many—the advertising agencies, the talent agencies, the networks, their affiliates and independent stations. None of these can afford to hire unknown people and pay full AFRA rates—and right there may be the key to one possible solution of the problem.

Respects

(*Continued from page 58*)

sumably aware of the economic precariousness of the art, bundled him off to Detroit U. to learn engineering. "Dad thought I ought to be an engineer because I was handy around the house fixing clocks," Mr. Langlois offered in explanation.

Although he graduated as an engineer, Mr. Langlois went to work for a Detroit advertising agency. Not long after that he married Lillian Collins. They have two sons, Cyril O. Jr., 23, and John, 27. Despite the demands of business and a new marriage, his interest in his voice had only slightly waned. His boss told him one day: "Langlois, you've got a great reputation around town, but it's not as a singer." Mr. Langlois took the hint and shut his golden throat to commercialism forever.

Later, however, while working in New York for a firm of newspaper representatives, he sang for avocation over WEAF. It was there that he met his future partner, Mr. Wentworth, who announced the programs on which Mr. Langlois sang.

But that was long ago, and now 54-year-old Cy Langlois, who admits to only one hobby—business—and membership in only one social organization—the New York Athletic Club, says he has recently had no thought of singing publicly. In his well-appointed Manhattan offices these days, however, employes occasionaly overhear the boss humming softly to himself—usually one of the old tunes out of the public domain.

NBC Chicago Meet

FIRST NBC station meeting held in Chicago as replacement for NBC war clinic opened today (March 25) at Drake Hotel with Niles Trammell, network president, welcoming more than 100 network and affiliated station executives at opening session of three-day conference. Talks scheduled for today: "Public Service Responsibilities," by Dwight Herrick, public service department manager; "Cooperative Programs," by Sheldon B. Hickox Jr., manager of station relations department, and "Cooperative Advertising," by Charles Hammond, director of advertising and promotion. West Coast meeting is scheduled to begin later in week (see MANAGEMENT, page 67).

AFRA WELCOME is extended Fiorello LaGuardia, former New York mayor heard on ABC Sunday, 9:30-45 p.m., for *Liberty* Magazine. Left to right: Milton Cross, Bill Adams, Andre Baruch, Minerva Pious, Mr. LaGuardia, Lucille Ball and Lawrence Tibbett, AFRA president.

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

NBC ON 590 KC
RADIO WOW 5000 WATTS OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

IN TOUCH WITH TOMORROW
....IN TUNE WITH TODAY
KGW
PORTLAND
OREGON
REPRESENTED BY EDWARD PETRY & CO.

HERE THEY COME!

Western Electric

1126B PROGRAM AMPLIFIERS ARE IN PRODUCTION

Designed to compress excessive modulation peaks, protect against over-modulation and suppress monkey chatter, the 1126B enables you to step up your AM signal 5 db with no increase in carrier power.

The 1126B may be used as a peak limiter, volume limiter and line amplifier—and it's TOPS for FM.

Besides the 1126B, Western Electric is now producing the 120B, 121A, 129A, 130A, 131A, 132A, 133A, 124A, E, F and G Speech Input Amplifiers. Ask Graybar about the ones you want.

Western Electric

Distributed by Graybar

NAB Women Directors Group Elects Three Officers to Life Memberships

TWO former presidents of NAB Assn. of Women Directors—Ruth Chilton, first AWD president, and Alma Kitchell, current president—were made active life members of the AWD at the business meeting held on the last day of the three-day annual AWD meeting March 15-17 at the Hotel Roosevelt in New York. Dorothy Lewis, director of listener activities for NAB, founder and vice president of AWD, was also made a life member. An amendment was passed making all future presidents active life members.

Chance for Leadership

The luncheon Saturday was addressed by representatives of industry and government. Justin Miller, NAB president, greeted the women broadcasters on behalf of the radio industry and declared they could provide "the inspiration, guidance and leadership in making radio come up to its full responsibilities."

Lt. Gen. James H. Doolittle, commander of the 8th Air Force and now vice president of the Shell Union Oil Corp., urged establishment of a single department of national defense.

Francis H. Russell, chief of the Division of Public Liaison in the State Dept., said there is a "vast reservoir" of intelligence not yet tapped, and maintained the women directors could help enlarge the scope of enlightened public opinion.

Awards to distinguished women in fields of communication other than radio were presented by Alma Kitchell, president of AWD, to Mrs. Anne O'Hare McCormick of *The New York Times;* Mrs. Bruce Gould of *Ladies Home Journal;* Helen Hayes of the theatre; Madeline Carroll, now in Spain, who sent her grateful acknowledgment of the honor through the American Embassy.

JIVE BAN CRITICIZED

Collins Doesn't Agree With KMPC Move

(*Editor's Note*: *Following telegram was sent by Al Collins, production manager of KALL Salt Lake City, to Ted Steele, musical director of KMPC Hollywood, upon announcement by KMPC of its ban on jive music* [BROADCASTING, *March* 18].)

Ted Steele,
KMPC Hollywood:

There are many ways of conducting a publicity campaign, but in my estimation you have chosen a most unfair device to publicize your station's musical policies. Jazz or jive as you call it has definite place in the lives of American people and is recognized as American folk music. Other stations that do not play jazz, but at the same time do not attack it, are well within their rights but certainly there is no cause for such an unwarranted attack on the inalienable American right to listen to, talk about, play or in any other manner discuss whatever type of music a person feels he might enjoy. I sincerely feel that no good will come of this campaign and further that definitely no harm will be done jazz music, but rather tend to make people wonder at your ability to appreciate music in general and jazz in particular. KALL will continue to play jazz, jive or whatever other type of music its public desires.

Al Collins

March 16, 1946

RITCH & GWALTNEY OPEN D. C. OFFICE

Mr. Gwaltney

Mr. Ritch

OPENING of a Washington, D. C., office has been announced by Ritch & Gwaltney, consulting radio engineering firm, formerly of Raleigh, N. C. New headquarters will be at 631 Pennsylvania Ave., N. W., with telephone, Executive 3960.

Firm is engaged in the practice of radio, radar and general electronics engineering, specializing in matters pertaining to broadcasting.

Robert E. Ritch and Howell G. Gwaltney are both graduates of North Carolina State College. Mr. Ritch served as radar production engineer, Fifth Naval District, Bureau of Ships, until Jan. 26 of this year. Mr. Gwaltney at present is senior radio inspector, Fifth Naval District, and will actively join the firm upon his severance from the service within the next 90 days.

Westinghouse Net Up

BILLINGS of Westinghouse Electric Corp. last year were 18% below 1944, according to annual report to stockholders by Gwilym A. Price, president. Net sales totaled $684,730,060 compared to $830,480,435 in 1944. Net income was $26,800,766 last year, or $2.03 a share, compared to $24,901,622 and $1.94 in 1944. Expenditure of $50,000,000 for expansion is planned. Unfilled orders amounted to $303,873,749, larger than any prewar year.

Trav-ler Buys

TRAV-LER KARENOLA RADIO & TELEVISION Corp., Chicago, has purchased the Electrical Research & Manufacturing Co., Los Angeles.

Mood Video

Many a Mug,
Trained to Announce,
When Televised,
Will get the bounce.
Awful eyefull,
Far from scenic;
Woe to the
Untelegenic!

—Ed Darlington.

Not ABC's Announcer Ed Darlington, of "Stradivari" fame; but Engineer Ed Darlington, on ABC-affiliate WFIL's staff!

Bond Sale Spots Will Go to Stations

PAYROLL savings theme for purchase of bonds will be stressed in a series of campaigns arranged by Lt. David Levy, chief, Radio Section, U. S. Savings Bond Division, Treasury Dept. Lt. Levy is winding up his tour of duty at the Treasury to return to civilian life. He has not announced plans. Before joining the bond sale staff at the Treasury he was a member of the radio department of Young & Rubicam, New York.

Series of 60 spot announcements, sponsorable, will be sent to all stations for use in April and May.

Sale of $200 memorial bonds in honor of ex-President Franklin D. Roosevelt will be promoted entirely by radio on April 12, first anniversary of his death. Series of announcements will be sent to all stations and special allocation is asked of the Advertising Council. Networks will participate in this movement by carrying bond messages in programs of tribute.

A 78 r. p. m. disc has been sent stations to introduce the new official theme song of the Savings Bond Division, "There's a Bond Waiting for You." Song was written by Vic Mizzey and Mann Curtis. Other side has a new pop tune, "Loot-de-Loo," with both sides performed and sung by Mark Warnow and Mary Small, respectively. Bond messages are at beginning and end of tunes.

Meeting of top network, agency and NAB officials will be held in April by the Savings Bond Division in New York or Washington.

Special campaign will be conducted June 16-July 4 on the theme, "Now Back Your Own Future." Networks and stations will be asked for heavier allocations on special days. *Treasury Salutes* during May and June will feature the theme. Now thrice-weekly, *Salutes* shift to twice-weekly starting April 1, and once-a-week starting July 1. At present 718 stations carry the series. The rest will be asked to take it starting April 1.

"I wish they'd listen to something besides ***WBZ.***"

"I wish they'd listen to something besides ***WCSH.***"

"I wish they'd listen to something besides ***NERN.***"

"I wish they'd listen to something besides ***WJAR.***"

"I wish they'd listen to something besides ***WLBZ.***"

Merchandise doesn't stay on store counters very long in New England, where 8% of the nation's retailed goods is annually consumed in a region covering only 2% of the United States land area. Contributing to these record sales is the selling power of NERN — the network which keeps 97.4% of New England constantly informed on how, where and when to buy.

With NBC affiliation, NERN listeners are always assured of the highest-rated shows in radio, as well as carefully selected local programs.

To reach the vast NERN audience costs only $296 per day-time quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN you buy a network.

"I wish they'd listen to something besides ***WRDO.***"

"I wish they'd listen to something besides ***WTIC.***"

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

In Indiana...there's an "Easy" way out

● Makes no difference whether it's his noonday street show, "You Take the Mike" . . . his afternoon "Easy Does It" . . . or his evening "Music and Milestones" . . . you'll find that a high percentage of radios in Indiana are tuned to 1070 when "Easy" Gwynn takes over at the WIBC microphone.

A master at turning the neat phrase and getting the most from an inexhaustible fund of gags, "Easy" Gwynn is perfectly at home in the m.c. role with all kinds of people and on any kind of program.

In "Easy" Gwynn, we give you one more example of what WIBC means by "*Live talent—alive to your commercial objective.*" So if sales in Indiana aren't what they should be . . . if you're introducing something new or planning a test campaign, take the easy, the obvious and the profitable way out by utilizing WIBC's large and versatile talent staff to create a show that meets your own particular needs. Your John Blair man will be glad to show you what *has* been done—what *can* be done to increase the value of your radio dollar.

JOHN BLAIR & COMPANY · ***National Representatives***

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

New Executives at KHQ Spokane

NEW AT KHQ but old hands in Spokane radio are these five key men working under Arthur L. Bright, president and general manager, who took over March 1 when the NBC outlet shifted from ownership of Louis Wasmer to the Spokane Chronicle Co. and Mr. Bright. All had been associated with Mr. Bright, who was formerly operating head and part owner of KFPY, Spokane CBS outlet, having been with that station for periods ranging from five to sixteen years. Seated (l to r): Wallace Brazeal, vice president in charge of programs; Dick Dunning, vice president in charge of sales. Standing (l to r): Milton Fritsch, assistant secretary and treasurer; John Walker, chief engineer, and Arthur Zepp, director of music. Mr. Bright, who was stricken a few days before the formal transfer, was reported considerably improved.

Dept. Store

(Continued from page 23)

It might be interesting to note that the store buys time for many high school games from communities 6 to 85 miles away.

Specialized events are treated from the standpoint of both straight price advertising and dramatization. On the first morning of the store's 50th Anniversary, a breakfast meeting was broadcast. The idea, to humanize the store, to sit down to breakfast with the radio audience, to tell little anecdotes about employees, went over.

It has been the policy that Lauerman's take a microphone to all the big public events. Should a community 100 miles away have a big event, the store sends a WMAM microphone. Special programs without commercial advertising are written for the holidays. No one of these trends or programs was worked out instantly. They are the tested results of "trial and error" and of studied judgment. Only one regular "show" is carried under the store sponsorship: a transcribed 30 minute mystery on Monday evening.

Although radio advertising is given equal importance with newspaper advertising by the store, this does not represent a cutback in newspaper budgets.

Video Proves Products, Moskovics Tells Ad Men

SURVEYING the advance of color television as well as noting its comparative advantages over the black-and-white system of picture transmission, George L. Moskovics, commercial manager of WCBW New York, CBS video outlet, told the Pittsburgh Advertising Club at its March 19 luncheon meeting that certain basic principles of advertising apply to both television systems which make them superior to the other means of expression. In particular he emphasized that in all other media statements are made about products, but in television they are proved. [BROADCASTING, Nov. 26, 1945].

Commenting on the economics of television advertising and its comparative high per-impression cost, Mr. Moskovics stated that television advertising infinitely enhances the individual's "tendency to take action" (purchase) because of its real life and self-identification aspect. He also said that the television audience will not accept artificial, implausible commercials, a fact discovered through the studies of CBS's Television Audience Research Institute. Meeting was attended by approximately 130 advertising representatives and executives. Among those present: H. A. Carlborg, eastern sales manager for CBS Radio Sales; Roger Fisher, ad club president and publicity director of Joseph Horne Co., Pittsburgh department store; Helen Lyman of F. H. Ensign Adv., club vice president; Joseph F. Baudino, manager, David Lewis, advertising and promotion manager, George D. Tons, sales manager, and Harry Dangerfield, salesman, all of KDKA; Karl M. Dozer, sales manager of WCAE; James F. Murray, sales manager, R. Clifton Daniel, manager, of KQV; Frank R. Smith, manager of WWSW; H. K. Brennen, vice president and manager, John Buchheit, commercial manager, L. J. Stehmen, and L. G. Kay, commercial representative, of WJAS, all Pittsburgh stations; MBS District Representative Richard Bachman; Robert E. Grove, executive vice president of Ketchum, McLeod & Grove; H. R. Trautman, acting space and timebuyer, W. Earl Bothwell Adv.; T J. MacWilliams, radio director, and Ronald Taylor, vice president, Smith, Taylor & Jenkins; George Heid, owner, George Heid Radio Productions; Reese H. Price, assistant advertising manager, U. S. Steel Corp.; Murray G. Armentrout, sales promotion director, Aluminum Co. of America. Mr. MacWilliams is temporary chairman of the projected Pittsburgh Radio & Television Club which held its second organization meeting last Wednesday.

Mr. Moscovics was introduced at meeting by Stuart List, advertising director of the *Pittsburgh Sun Telegraph* and club program director.

MANAGEMENT

NILES TRAMMELL, NBC president, will attend four day annual Hollywood meeting of network and affiliates' executives March 29-April 2. Also attending sessions will be **ROY C. WITMER**, vice president in charge of network sales, and assistant to president; **EASTON C. WOOLLEY**, assistant to the vice president in charge of station relations; **SHELDON B. HICKOX Jr.**, manager of station relations; **NORAN KERSTA**, manager of television; **R. E. SHELBY**, director of technical division of television department; **CHARLES P. HAMMOND**, director of advertising and promotion; **CLARENCE L. MENSER**, vice president in charge of programs. Mr. Menser will stay in Hollywood for additional program and production conferences following general sessions.

FRANK STANTON, CBS president, currently is being profiled for New Yorker magazine.

DR. WILLIAM B. LEVENSON, director of WBOE, Cleveland Board of Education FM station, was guest speaker March 16 in Toronto at annual meeting of the National Advisory Council on School Broadcasting. Describing operations of WBOE he emphasized the close relations the station has with Cleveland's commercial broadcasting stations, duties of an educational station as a service station for the community, and the eventual plans of WBOE to expand from its present eight hour daily schedule to an evening schedule for adult educational purposes.

KOLIN HAGER, station manager of WGY Schenectady, N. Y., has been elected a member of the board of directors of The Advertisers Club, New York. He is one of two men on the board representing radio, the other being **EDGAR KOBAK**, president of MBS.

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

W. H. BEECUE

Memphis ☆ E. A. Alburty, Gen. Mgr.

Represented by RAMBEAU

KSFO

San Francisco

FIRST CHOICE

OF

NORTHERN CALIFORNIA

HONOLULU

KGU

FOR FULL COVERAGE OF HAWAII

N. B. C. IN THE PACIFIC SINCE 1931

Affiliated with THE HONOLULU ADVERTISER

Represented by THE KATZ AGENCY, INC.

"News on the Hour" by actual survey MORE POPULAR NOW than EVER BEFORE

DIAL 580

CKEY

but can you deliver?

It's all there . . . top-flight talent, sparkling commercials . . . a program with "pull". But there were times, count them yourself, when you missed with a prospect, because the show didn't sound like umpty-dollars'-worth in the audition room.

Altec Lansing offers you the loudspeaker system that station managers have "dreamed" and "if'd" about . . . the Duplex. At long last, here is the loudspeaker system that plays back a transcription with living presence . . . builds up sales potential and breaks down resistance.

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM
A two-way loudspeaker with multicellular horn which reproduces the entire FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

ALTEC
LANSING CORPORATION
1161 N. VINE ST., HOLLYWOOD 38, CALIF.
250 W. 57th STREET, NEW YORK 19, N. Y.

LONG-TERM LEASE was acquired by NBC for television facilities in Wardman Park Hotel, Washington. Net plans to spend $525,000 on construction and engineering equipment, taking over hotel's theatre for studios and Garden Room for transmitter room. Lease signer is Frank M. Russell, NBC Washington vice president. Pointing to dotted line is Frank E. Weakly, hotel president. Standing (l to r), Carleton D. Smith, general manager of WRC and television station, and Humphrey Lloyd, vice president and secretary, Washington Properties Inc., hotel owner.

Class I-A on 990 kc Would Shift CKY

CANADA plans a 50 kw Class I-A station on 990 kc in Winnipeg, Man., shifting CKY Winnipeg, now on 990 kc, to 1080 kc, under notification received by the U. S. Canada's notification, filed under the North American Regional Broadcasting Agreement, involves five new stations, power increase and frequency changes.

Cuba gave notification of several changes, power increases and replacements, already in effect. Notifications received by the State Dept. and FCC International Division follows:

Canada

990 kc—New 50 kw station, Winnipeg, Man.; CKY, now operating with 15 kw on 990 kc, to be moved to 1080 kc as Class II station, directional antenna, 15 kw.

1270 kc—CHAT Medicine Hat, Alta., Class III-B, 1 kw directional; CJCB Sydney, N. S., Class III-A, increase power from 1 kw to 5 kw days, 1 kw nights, to become effective Nov. 15, 1946.

560 kc—New Class III-B station, Ottawa, Ont., 1 kw directional, to commence Nov. 15.

1350 kc—New Class III-A, Dawson Creek, B. C., 1 kw, commencing Nov. 15.

1400 kc—CJSO Sorel, P. Q., Class IV, 250 w, to begin April 1.

1440 kc—New Class III-B, Sudbury, Ont., 1 kw directional, to begin Nov. 15.

1490 kc—New Class IV, 250 w, Powell River, B. C., to begin Nov. 15.

Cuba

630 kc—CMCD Havana, shifted from 630 to 1540 kc, Class II, 15 kw, unlimited; CMQ Havana shifted from 690 to 630 kc as Class II, 15 kw days, 25 kw nights, directional, effective Jan. 25.

690 kc—CMHQ Santa Clara, L. V., shifted from 640 to 690 kc, Class II, 10 kw directional, unlimited; (CMHQ will, at an early date, increase power to 15 kw days, 20 kw nights, using directional antenna).

830 kc—CMBZ Havana, Class II, 1 kw, directional nights, effective Jan. 25.

1360 kc—CMCX Havana, Class IV station, 250 w, began Jan. 25; replacing CMOA Havana.

1490 kc—CMOX Havana, Class IV, 250 w, replacing CMCA Havana, effective Jan. 25.

1540 kc—CMBH Havana replaced by CMCD Havana, Class II, 15 kw, unlimited, effective Jan. 25.

RMA TO TELL OPA OUTPUT PROBLEMS

THE CASE for radio set manufacturers will be dramatically presented to OPA Chairman Paul A. Porter Tuesday afternoon when a delegation of 25 from Radio Manufacturers Assn. will ask relief from obstacles to full production.

Slides, charts and manufacturing data will be presented before the OPA chairman by the group, appointed by the RMA board at its January meeting. Chairman of the special RMA Committee on Industry Production Problems is A. S. Wells, of Wells-Gardner & Co., Chicago. A press conference will be held by RMA at the Statler at 5 p. m.

Originally the meeting had been arranged with Chester Bowles, former OPA Administrator and now Stabilization Director.

February set production was slightly better than January, according to RMA. Some factories that operated in December and January have shut down due to lack of supplies. Strike situation has eased at many parts suppliers.

KWOR Staff

STAFF of the new KWOR Worland, Wyo., which March 7 began operation on 1490 kc with 250 w fulltime, has been announced by C. J. Ernst, owner, general manager, and chief engineer. Mrs. C. J. Ernst, who with her husband was formerly with KPOW Powell, Wyo., is commercial manager and program director; Karl Kertson, announcer; Alfred Morgan, announcer; Joyce Gibbons, receptionist and copy writer; Joyce Anderson, staff pianist. Station uses PA news service and is a member of the Keystone Broadcasting System transcription network.

Again... **FEDERAL** *makes* **NEWS...***with the*

FIRST TRIODE

EVER DEVELOPED THAT GIVES YOU

600 watts at 600 MC!

Now being used successfully in the powerful CBS color television transmitter operating at 490 MC carrier frequency with 10 MC bandwidth at 1 KW peak power output.

Federal's 6C22 is the *only* tube of this type ever to operate at this power output at such high frequency. It's *the* triode to use...as oscillator, amplifier, or frequency multiplier.

Four years of Federal engineering effort were spent in its development for radar equipment. Now it's ready for commercial broadcast use . . . with features making it especially suitable in the UHF spectrum.

For example, Federal's 6C22 has ring-seal electrode construction which reduces lead inductance . . . and extremely close interelectrode spacings to lower transit time losses.

And with 37 years of tube-building experience behind all Federal tubes, you'll find "extras" of rugged mechanical design in the 6C22, in addition to trustworthy electrical performance. It has no internal spacers to break down. Built with solid copper anode block, and water cooled, it works at the high power levels with complete safety. Write for complete information.

ACTUAL SIZE

TENTATIVE MAXIMUM RATINGS AND TYPICAL OPERATION

Key-down conditions without amplitude modulation. Maximum ratings for frequency of 600 MC.

Typical operation—Self-excited oscillator

Frequency MC	Plate Voltage Volts	Plate Current Amperes	Power Output Watts
300	2500	0.70	900
400	2500	0.65	800
500	2200	0.70	680
600	2000	0.65	500

DC Plate Voltage . . . . 2500 Volts
DC Plate Current . . 0.75 Amperes
DC Grid Current . . . .075 Amperes
Plate Input . . . . . 1875 Watts
Plate Dissipation . . . . 1000 Watts

Federal Telephone and Radio Corporation

Export Distributor:
International Standard Electric Corporation

Newark 1, New Jersey

An IT&T Associate

IT TAKES POWER TO CRACK ICE (Ky.)!

No joke, pard—there IS an Ice, Kentucky. We don't crack it, though, because if we used the power, we'd have to *charge* more —and Ice isn't worth it. Most of the time we aren't frigid folks, but to poor little Ice we're cold— a cold WAVE, you might say! *But you should see what a warm reception we get in the Louisville Trading Area!* This market (which spends more money than the remainder of Kentucky combined) is really *hot!* Have a choice spot by the fire?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K. C. N. B. C.
FREE & PETERS, INC.
National Representatives

WWSW

PITTSBURGH'S FIRST station in public service features.

★

PITTSBURGH'S FIRST station in complete sports coverage.

★

PITTSBURGH'S FIRST station in total sponsored time.

★

PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.

Represented by
Forjoe and Company

Commercial

JOHN R. OVERALL, who rejoined MBS in September 1944 after military service, has been appointed a division sales manager in the New York office.

ROBERT ARCHER, after serving with the AAF and before that on the sales staff of the Fram Corp., Providence, has joined the New York sales staff of MBS.

JOHN A. CASSTEVENS, KIDO Boise, Idaho, account executive, has been named to the board of directors of the Boise YMCA.

HERMAN FIELDS, commercial manager of WPAT Paterson, N. J., is the father of a girl, Stephanie, born March 18.

EARL TRUMBLE, with KGA Spokane, Wash., for 16 years, has been promoted to local sales manager. He joined the KGA commercial department in 1930, having previously been with the Union Pacific Railroad. He is an active member of the Spokane Sales and Advertising Assn.

Mr. Trumble

RICHARD HASBROOK is to rejoin the WIS Columbia, S. C., sales staff April 2 following his discharge from the Navy.

MICHAEL McELROY and **LOU VON NOSTRAND** have rejoined the WMT Cedar Rapids, Iowa, sales staff following their release from the armed forces.

KEYS Corpus Christi, Tex., has appointed Taylor-Howe-Snowden Radio Sales, Amarillo, as national sales representative.

WILLIAM LARIMER, for seven years account executive of Central States Broadcasting Co., Lincoln and Omaha, has joined the CBS Hollywood sales department.

FORJOE & Co. has moved West Coast office from Hollywood to 403 W. Eighth St., Los Angeles. New telephone is Vandike 9885. **LARRY KRASNER** is manager.

LEONARD CINAMOND, account executive of KYA San Francisco, and Rose Loviner were married March 9.

GORDON EHRI, released from AAF, has joined KECA Hollywood as account executive. Prior to service he was for three years with Central States Broadcasting Co., Omaha, in similar capacity.

JEROME HARRISON, senior account executive at WABC New York, has joined the sales staff of The Katz Agency, New York. He had been with WABC since 1939, served two years in the Navy as lieutenant and landing ship executive officer.

Mr. Harrison

KNX Hollywood, CBS West Coast key, has issued rate card No. 8, based on committee recommendations of AAAA and NAB. Similar cards are to be issued for other stations represented by Radio Sales, CBS spot broadcasting division.

BYRON McFARLANE has joined the sales staff of KDYL Salt Lake City. During the war he supervised recruiting program at Denver for Geneva Steel plant, Provo, Utah.

AL CORMACK, CBS Western Division traffic manager, has resigned to direct swimming pool building business of **BILL LAWRENCE,** Hollywood freelance producer.

HEADLEY REED Co., station representative, is holding a meeting of its branch managers in firm's New York headquarters starting this morning and continuing through Wednesday (March 25-27). **FRANK M. HEADLEY,** president, said meeting is designed to enable company's executives to coordinate their efforts for rest of 1946 regarding national business. Group also will observe television and facsimile while in New York. Expected to attend three day meeting are: **HAROLD LINDLEY,** manager of Los Angeles office; **HAROLD BARRETT,** manager of Detroit office; **ELI W. SWEATMAN,** manager of Atlanta office, and **DWIGHT S. REED,** vice president and manager of Chicago office.

KETTELL-CARTER, New England and New York state regional station representative, has been organized at Park Square Bldg., Boston, effective April 1.

WILLIAM ANDREWS released from military service, rejoins KPO San Francisco March 30 as manager of recording sales, succeeding **ROBERT MORRISON** who transfers to WRC Washington as manager of recording sales.

JOHN LOADER has joined the sales staff of CKWX Vancouver.

PERCE GAYNOR, manager of the Winnipeg office of All-Canada Radio Facilities, is making an extended business visit to Vancouver.

RALPH J. JUDGE, for 15 years with Kraft Cheese Corp. in various parts of Canada, and singer on CFRB Toronto, CKY Winnipeg and CHAB Moose Jaw, Sask., has joined the sales staff of H. N. Stovin & Co., Toronto. He replaces **J. R. PEARCEY** who has joined the Toronto office of Harold F. Stanfield Co., advertising agency.

Plastic Cabinet

ADMIRAL CORP., Chicago, has advised its 16,000 dealers throughout the nation to expect shipment within thirty days of a new specially designed plastic radio-phonograph cabinet, it was announced last week by Ross D. Siragusa, president of Admiral. Mr. Siragusa added that the cabinet, which is Admiral's exclusive property, is bound to affect the price structure of the industry. It will cost the retail buyer approximately 20 per cent less than the identical instrument, also made by Admiral, in a wood veneer cabinet. Mr. Siragusa asserted that the use of the plastic cabinet will affort the company needed protection against the wood veneer shortage. Dimensions of the new cabinet are 16⅝" by 17¼" by 12", being five times larger than any pre-war plastic cabinet. Its walls are 3/16th of an inch thick. Final product has a mahogany tone.

John J. Ross

JOHN J. ROSS, 48, radio and radar equipment manufacturer and head of recently acquired plant of Airesearch Manufacturing Co., Phoenix, died in a Los Angeles hospital on March 14. Besides his wife, La Verne, surviving are two children, John and La Verne, all of Phoenix. Before going to the West Coast he held controlling interest in Detrola Radio Corp., Detroit. On moving to Glendale, Cal. in 1942 he established Aviola Radio Corp., manufacturing radio and radar equipment for the government.

WAYS Wins Decision On Labor Board Order

W. H. GOAN, general manager of WAYS Charlotte, N. C., reported last week that U. S. Fourth Circuit Court of Appeals on Tuesday denied, by a 2-to-1 vote, a petition for enforcement of an NLRB order requiring WAYS to bargain with an International Brotherhood of Electrical Workers local union whose membership had shrunk to one man.

Circuit Judge Morris A. Soper, who wrote the majority opinion, was quoted as saying that "when a union majority has been dissipated without fault on the part of the employer, the union no longer possesses the authority to speak for the employes and an order of the board [NLRB] that requires the employer to bargain with the union cannot be enforced."

Hearing Changes

CORRECTIONS in hearing dates assigned for four applications in the FCC's March-July hearing schedule [BROADCASTING, March 18] were announced last week. Applicants, docket numbers and corrected dates for hearing were listed as Greater Muskegon Broadcasters Inc., Muskegon, Mich. (Docket No. 7347), in Washington May 1; Norfolk Broadcasting Corp., Norfolk, Va. (7087), in Washington April 29; Port Huron Broadcasting Co. (WHLS), Port Huron, Mich. (6987), in Washington May 9; Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass. (7053), June 20 at New Bedford, Fall River.

Allen Replacement

SUMMER REPLACEMENT for Fred Allen, sponsored on NBC by Standard Brands, New York (Tender Leaf Tea & Blue Bonnet Margarine), Sun. 8:30-9 p.m., effective July 6 will be Tommy Dorsey and his orchestra.

WSPA WANTS MOVIES

Station Leads Drive for Local Sunday Motion Pictures

WSPA Spartanburg, S. C., through Sterling Wright, news editor, is taking the lead in the campaign to keep the motion picture houses open on Sunday in Spartanburg. As a result of a campaign headed by Manager Walter Brown and Mr. Wright, the movies were opened on Sundays in 1943 to provide entertainment for the soldiers at Camp Croft.

The Spartanburg *Herald-Journal* has carried articles pro and con on the subject, with Mr. Wright taking the affirmative, showing that "church attendance has been on the increase rather than the decrease" since 1943, and has not been affected by Sunday movies. Mrs. Paul Foster, president of the local W.C.T.U., presented the negative side.

THREE'S COMPANY...

FOUR'S A CROWD!

WJHP—Jacksonville, Florida
WCOA—Pensacola, Florida
WTMC—Ocala, Florida
WDLP—Panama City, Florida

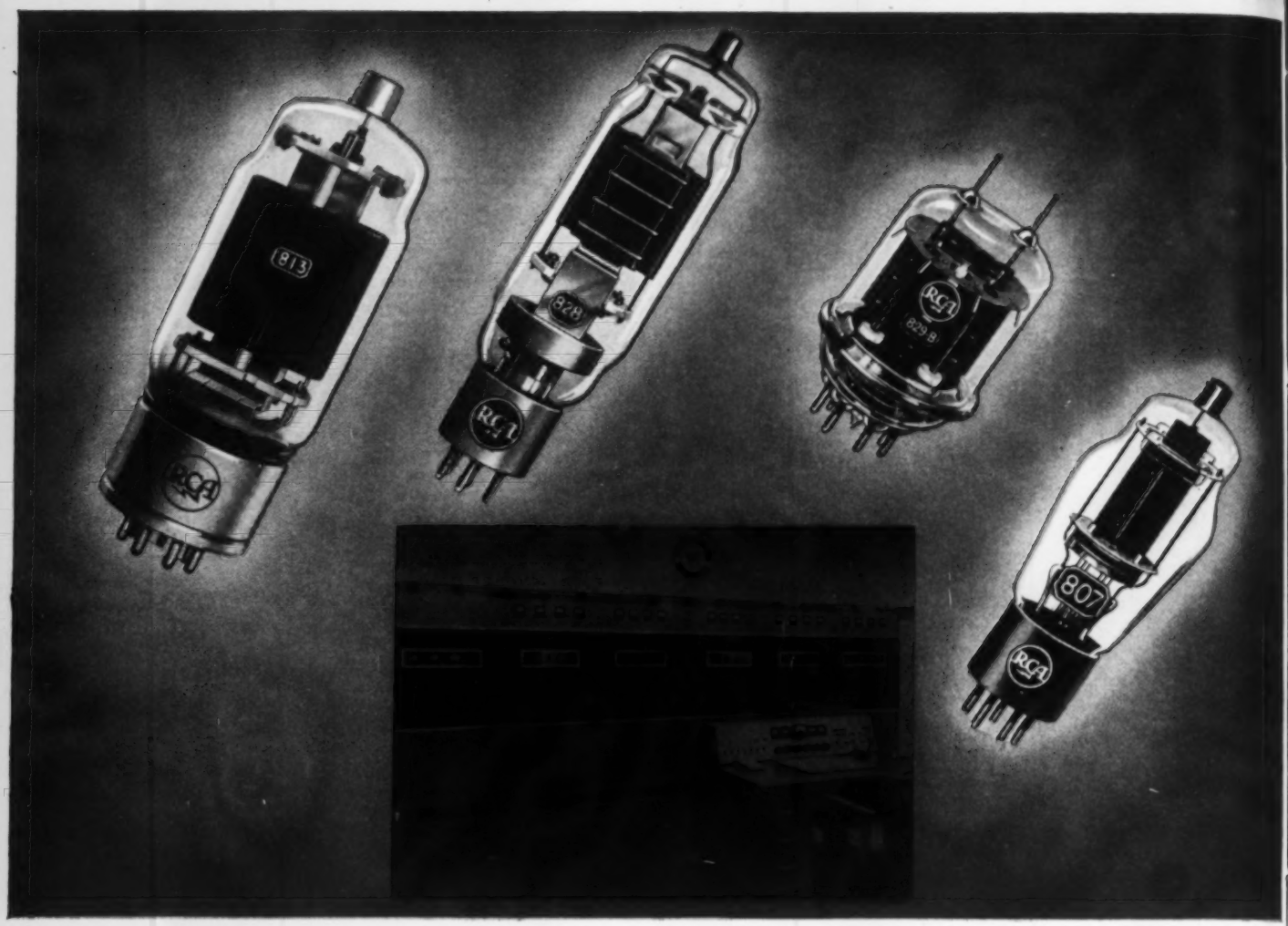
Yes, four's a crowd...the kind of crowd you like to have around. This foursome of Florida stations boasts a host of entertainers, a bevy of fine shows, and complete coverage of northern and western Florida! Tie up—Tie in—with these four points on the Florida sales compass, and your business will always run in four figures!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr.
John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC



How RCA Beam Power Tubes Offer 3-Way Improvement in Modern Broadcasting

THE BEAM POWER principle applied to transmitting tubes provides high output with low driving power. Such gain in efficiency makes possible the following important improvements in modern AM, FM and Television broadcasting:

(1) Increased Value for your Transmitter Dollar: RCA beam power tubes have so simplified the design of broadcast transmitters that greatly improved performance per stage can be achieved—hence, more for your money.

(2) Improved Performance: With beam power tubes, it is economically practical to provide improved frequency response, reduced hum level, and negligible distortion.

(3) Simplified Adjustment and Operation: The beam power stages of a transmitter normally require no neutralizing, and are very stable in high-gain, wide-band services such as FM and television.

And RCA Has a Complete Line: RCA has developed a whole family of beam power tubes, the RCA-807, 813, 814, 815, 828, 829-B, and 832-A—*the most complete line offered by any manufacturer.*

When tubes are needed for your transmitter, specify RCA. For technical data on any RCA tube, write RCA, Commercial Engineering Department, Section B-2C, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

LONDON LETTER—By William Pingrey

BBC Gets $30,000,000 Fund For Operation Until Dec. 31

BBC HAS BEEN granted 7,500,000 pounds ($30,000,000) for the nine-month period starting April 1 under the Civil Estimates budget issued last week.

This figure was 1,500,000 pounds ($6,000,000) less than for the year just ending but is intended only to provide until the BBC charter expires December 31. If the charter is renewed a supplementary estimate for the first three months of 1947 will be presented.

The British White Paper which reported the estimates said that BBC accounts will not be audited by the comptroller and auditor general and that any balance of the sum which may remain unspent will not be liable to surrender to the exchequer.

It was also disclosed in the estimates that, as a result of recent upsurge in crime, cost of police radio services will nearly double last year. Budget for the year ending March 31, 1947 is 174,870 pounds ($699,480) compared with 90,600 pounds ($362,400) for the year just ending.

* * *

Still unsettled by BBC is the British Musicians Union ultimatum to use more "live" broadcasts, thus terminating a wartime agreement allowing unlimited use of recordings for small initial fee. Radio columnists are speculating that the union demand may affect the BBC's second most popular program—"ITMA," which is rebroadcast several times and uses recordings generously. Present shortage of studios may force BBC and the union to some sort of compromise for the present.

* * *

A battle against the song-plugging racket is in the broadcasting news with reports the BBC is taking action again to end the scandal.

BBC tried to stop the paying of radio artists by music publishers to play their new songs into hits several years ago.

Some firms broke agreements with BBC and their songs got on the air. Now radio columnists are clamoring for a new strong man to stamp out the plugging which Gale Pedrick of the *Star* says results in $4,000 a day being paid to radio artists. He writes that it is a matter for the radio audience to take interest in because the bribing of American songs into popularity is gagging British composers.

Although all BBC radio artists in their contracts agree not to "solicit, receive or accept, directly or indirectly, any fee or other consideration for singing any particular item in connection with this engagement," one publisher said a musician walked into his office last week and said he would play "your new song for $200."

Progress continues at the London television studio and camera tests will be coming up soon. Leading dance bands are being signed for television broadcasts. A full television broadcast of the British Victory Parade on June 8 is a possibility for the resumed service.

* * *

The British Press, always alert to comparing an American beat with a British shortcoming, chided the BBC over its failure to broadcast the Winston Churchill speech direct from Fulton. They pointed out that all American networks and Canada carried the speech, whereas the BBC provided its listeners only with an edited version of Churchill in the evening news broadcast. Said one headline: "No Orchids for BBC."

* * *

The program services of the BBC employed 3,214 persons in January 1946, compared with 849 in the same month of 1939, Assistant Postmaster General Burke told the House of Commons last week.

Disclosing the wartime expansion of the corporation, Burke said the BBC now holds 217 buildings at home and overseas.

Forced to deploy from the cities by bombing, BBC occupied 21 country houses, 13 of which it still holds. Total annual cost of buildings normally occupied by BBC was 484,000 pounds ($1,936,000) with an additional 100,000 pounds ($400,000) for buildings requisitioned for war emergency use.

* * *

SHORTS: British radio industry is getting a nautical flavor—Admiral Lord Louis Mountbatten has been elected president of the British Institution of Radio Engineers and Vice Admiral J. W. S. Dorling has been appointed director of the Radio Industry Council. Both have wide experience with naval radio and radar . . . Princess Elizabeth, future Queen of the Empire, will make her first "live" broadcast March 19 from Belfast, Ireland, at launching of the carrier *Eagle*.

Merchandiser on Market

PRODUCTS which speak for themselves are being made by the Electronic Advertising Inc., new organization formed with offices at 247 Park Ave., New York. Advertising medium, called the Electronic Merchandiser, is a rack which will be sold to wholesalers to be placed in retail stores. Device, which works on the electric eye formula, will give sales talks on specific product placed on it, when customer walks by. Distribution has been hampered by manufacturing difficulties and at the present time it is being sold exclusively to bakers.

Bob's Bells

AS A GAG Bob Doubleday, morning farm program director of WFBL Syracuse, clanged a cowbell one morning while announcing time signals. By following morning he had received three cowbells and a sleighbell from listeners who requested that he ring them in their names. He did . . . and now bells arrive with every mail, an assortment of 112 to date.

CFOS Increase

CFOS Owen Sound, Ont., has been given permission by the Department of Transport to increase power from 250 w to 1 kw on 1400 kc.

Acquire Airplane

CFPL London, Ont., will use its own war surplus purchased Cessna Crane twin-engined transport plane for news stories and direct broadcasts on important news stories from the air. CFPL and affiliated London Free Press bought the aircraft from surplus.

Elliott-Haynes Reports

AMERICAN EVENING programs lead Canadian radio popularity, according to the March national evening rating report of Elliott-Haynes Ltd., Toronto, with *Fibber McGee & Molly* top show with rating of 39.1 and sets in use rating of 50.1. Next nine leading evening programs with program rating are *Radio Theatre* 35.6, *Charlie McCarthy* 35.3, *Music Hall* 26.9, *Green Hornet* (Canadian origination) 24, *Treasure Trail* (Canadian origination) 21.6, *NHL Hockey* (Canadian origination) 21.3, *Request Performance* 21.2, *Bob Hope* 20.5, and *Album of Familiar Music* 19.9.

First five French language evening shows for March are *Un Homme et Son Peche* with 38.8 program rating and 52.3 sets in use rating, *Troubillion de la Gaiete* with program rating 36.8, *Nazaire et Barnabe* 36.5, *En Chantant Dans le Vivoir* 36.4, and *La Ralliement du Rire* 35.4.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

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Radio Engineering Consultants
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MORE RF KILOWATT HOURS PER DOLLAR WITH
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One of the best equipped monitoring stations in the nation
STANDARD
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Since 1939

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PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
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Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
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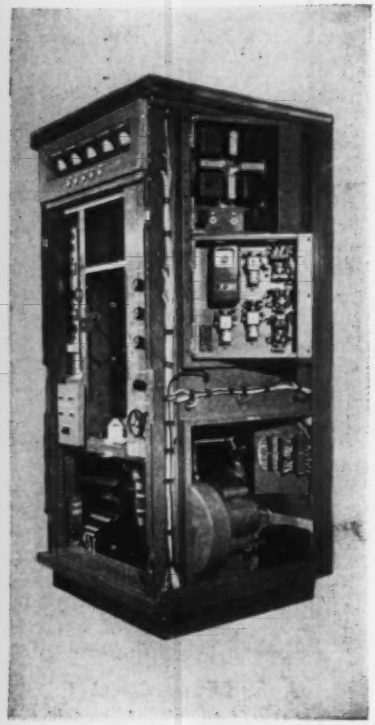


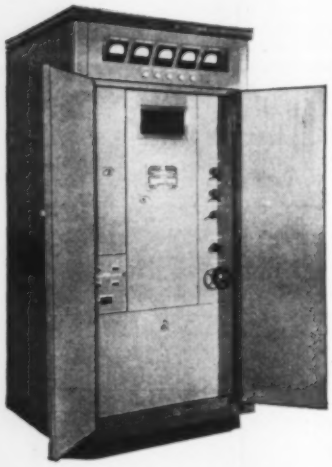
1 kw FM Transmitter

An FM transmitter is not something you buy every day . . . it must serve you a *long time*. It should therefore be purchased with the greatest of care.

REL FM transmitters are built with one basic idea in mind—*to incorporate every single feature demanded by the Broadcaster*. That is why so much attention has been directed toward providing ***maximum performance, reliability, simplicity, accessibility*** of all parts—and use of the best components.

It is REL's constant specialization and concentration on manufacture of FM equipment specifically designed to meet the requirements of the Broadcaster that makes it possible to offer such fine equipment at such low prices.

Investigate before you buy! If your location permits, visit our plant and see the REL transmitters in production . . . or consult our nearest sales representative for further details.



PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE—SHIFT MODULATION.

REL

Sales Representatives

Southeast
John F. Bivins
1006 Wellington Rd.
High Point, N. Carolina

Midwest
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

Pacific Coast
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Electronic Supply Co.
112 North Main St.
Anderson, S. Carolina

Michigan
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

PIONEER MANUFACTURER OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

HERE'S A 'G-EYE VIEW' OF RADIO

Returning Announcer Finds It Bogged Down In Commercialization, Bad Style

By PRESTON L. TAPLIN
Former Manager, M.C., Army Special Service Show, Now Returned to WHCU Ithaca, N. Y., as Announcer

A SUGGESTION for radio program operation from the returned GI is inclined to be regarded lightly in the industry. The man has been away from the ratings, the surveys and the pulse throb of radio.

And that's just the point! He *has* been away. He's been viewing radio as a listener. It takes another job, another interest over a couple of years to make radio a medium of enjoyment, and to make his attitude toward listening an average one.

BBC Dull

I have explained and defended American radio fiercely in friendly arguments with staff members of the BBC, English and French laymen, and a great many peeved American soldiers. I have also listened to and criticized the BBC. Their state sponsored radio is as dry and amateurish as only lack of talent and low salaries can make it. I have criticized and enjoyed the American Forces Network.

But the average American soldier criticized the BBC only for lack of good shows, and praised every other feature of its operation. He criticized the AFN not at all.

None of the soldiers want a state controlled radio if it means anything like the BBC. Yet most would take the AFN in preference to American radio simply because they are fed up with American commercials. The anti-commercial trend is rapidly reaching a climax.

When I returned to the U. S. I found that my reactions were very similar to those of the criticizing ones. I was shocked at the poor taste in commercials, their great length, the constant repetition.

My standard defensive argument had always been that radio ways and methods could never remain distasteful long. The public, by its refusal to listen, its turning of dials, would force a change. I had heard about the crusade against "hitch hikes" and "singing commercials" and assumed that the very evidence of a crusade would have been sufficient to force change. Yet when I returned, there were still "hitch hikes" . . . all over the air . . singing commercials too. And the public? Where have they to turn? They could turn their dials all they would, it was the same everywhere.

Public Ire Up

Program production also seems to show no improvement in my four years of absence. *Our Gal Sunday* has been exactly, word for word, the same introduction for years and years; an infuriating combination of words if heard more than ten times. (For over ten years we've been wondering if this girl from a little mining town can find happiness with a wealthy and titled Englishman.) Program openings and program closings have become so stylized as to be maddening. The day of gentle laughter at this sameness is over. The public ire is beginning to show through. The market has been lush through the war, the emergency severe, and there has been good excuse for the fact that proper attention has not been given to scripting shows.

It goes without saying that many psychologically unsound writing practices exist which shouldn't. Most of the practices are relatively minor details. Yet these small details in scripting are the same details which would flunk a freshman college English paper. For example, is it psychologically sound to use negatives when positives are stronger, sell more? . . . "Don't fail to listen . . ." . . . "Won't you listen tomorrow?" . . .

Program Closings

Then there's the matter of program closings. . . . "Listen again tomorrow at this same time . . ." "Tune in tomorrow at 10:15". The listener is given the impression that everything is all over; practically an invitation to turn to another station.

To the ex-GI returning to radio, that radio, which prides itself upon being a fast moving industry, has become bogged down in commercialization and stylization, is not meeting the public eye to eye on what the public likes. Surely we can hire better writers and better program men? Surely we can respond to public demand. Or isn't it good business anymore to give the public what it wants?

Studebaker Hearing

HEARING on application of John Ward Studebaker, U. S. Commissioner of Education, and his son, John Gordon Studebaker, for a new standard station at San Diego will be conducted March 28 in Washington. A partnership trading as Studebaker Broadcasting Co., they are seeking assignment on 1230 kc with 250 w fulltime, and also plan FM operations.

One of the issues in the hearing will be to determine whether the proposed AM operation would involve objectionable interference with KGFJ Los Angeles or other stations. John W. Studebaker owns 75% of the applicant firm but would serve only as an adviser. His son, former director of Educational Script and Transcription Exchange, Federal Radio Education Committee and a veteran of AAF service with rank of lieutenant colonel, would own 25% and be general manager.

The new transcribed

BARRY WOOD SHOW

WITH

★ MARGARET WHITING

★ THE MELODY MAIDS

★ HENRY SYLVERN & ORCHESTRA

Fifteen minutes of the smoothest entertainment ever available for local and regional sponsors. Currently produced in New York on a five-per-week basis. Released March 1st in eighty-two markets. Write for availabilities.

★ BARRY WOOD—your singing host.

★ MARGARET WHITING—the "It Might As Well Be Spring" star.

★ HENRY SYLVERN leads the smoothest strings you ever heard.

★ THE MELODY MAIDS three gorgeous voices blended in smooth harmony.

FREDERIC W.

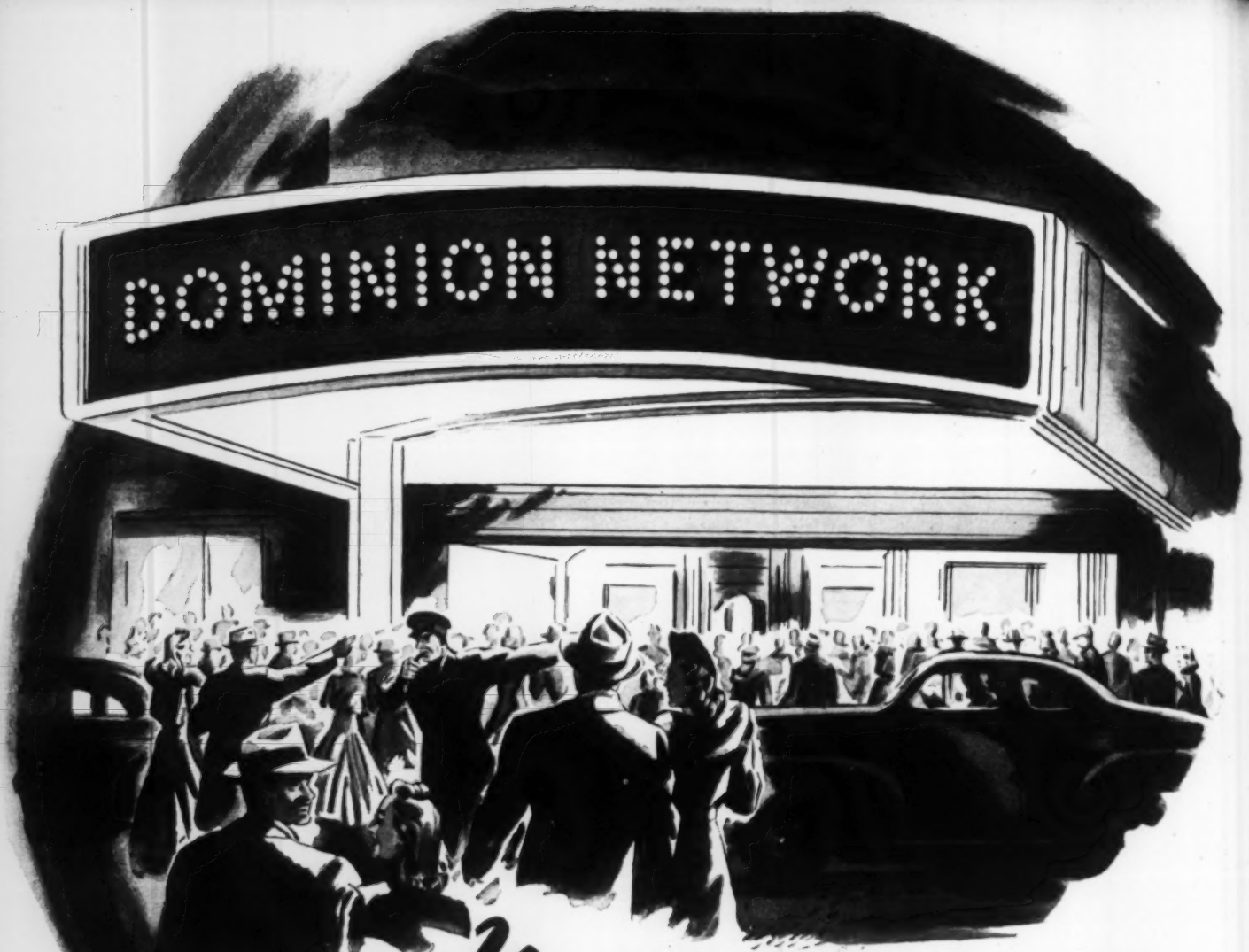
ZIV

COMPANY

1529 MADISON ROAD • CINCINNATI, OHIO

NEW YORK • CHICAGO
HOLLYWOOD

OTHER CURRENT ZIV SHOWS: • *SINCERELY KENNY BAKER* • *BOSTON BLACKIE* • *MANHUNT* • *PLEASURE PARADE* • *SONGS OF GOOD CHEER* • *THE KORN KOBBLERS* • *CALLING ALL GIRLS* • *EASY ACES* • *OLD CORRAL* • *WASHINGTON VIEWS AND INTERVIEWS*



PUT *Your* PROGRAM IN LIGHTS

AN ACTOR'S NAME in marquee lights is a sign of real achievement . . . a mark of success! And it's that way, too, with the many fine programs on CBC's Dominion Network. Success is theirs through Dominion's established popularity, its top-flight shows and its penetration into 80% of Canada's English-speaking radio homes.

Dominion Network programs reach a loyal audience of responsive Canadians . . . listeners who have fewer outside distractions . . . who have learned to appreciate Dominion's well-balanced schedule . . . and who dial consistently to Dominion Network Stations.

Put *your* program in lights . . . and in star company. Go Dominion! Enjoy the intensive major market coverage which Dominion Stations assure and which has given to many fine programs effective sales results.

CBC SERVES CANADA

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont. — 1231 St. Catherine St. West, Montreal 25, P.Q.

CBC DOMINION NETWORK

PRODUCTION

SID TREMBLE, recently out of the Navy, has been appointed program director of KCMO Kansas City. Prior to entering service he was program director of KSAL Salina, Kan.

EDDIE DENKEMA has been made production manager and program director of KNAK Salt Lake City.

DONALD HIGGINS, released from Army as captain, has returned to ABC "March of Time" series as script writer.

TED CHAMER, WKY Oklahoma City announcer, is the father of a boy.

LIEUT. RICHARD LINKROUM, USNR, producer-director of WTOP-CBS Washington, is on military leave to serve as radio program officer on the "Operations Crossroads" staff. He recently returned to WTOP after three years in the Navy where he was commanding officer of a sub chaser and later on the staff of the Commander in Chief, Pacific Fleet, as radio public relations officer.

ALLAN JENSEN, KSL Salt Lake City announcer-producer, has been selected by the Salt Lake City Junior Chamber of Commerce as one of the 12 young men cited for outstanding citizenship in the past year.

NAIL WALLACE has been named chief announcer and continuity director of KFBC Cheyenne, Wyo. Joining staff as announcer from KFKA Greeley, Col., is JOE ARNOLD.

JOHN HUGH, formerly with Abbott Kimball Co., New York, has joined WPOR Portland, Me., as announcer and production director. JEAN DeMARCO, formerly with WCOP Boston, has joined WPOR continuity department.

IRVING HOWARD, after absence of several months, has returned to KECA Hollywood announcing staff. He replaces ROGER PATRICK who resigned to join KLAC Hollywood as newscaster.

DOUGLAS PLEDGER, ABC Hollywood announcer, on freelance basis is handling daily recorded "Starlight & Shadows" program on KGFJ Los Angeles. It was erroneously reported that he had resigned from ABC.

GREG GREGORY, formerly announcer of KGER Long Beach, has joined KWKW Pasadena, Calif., replacing TED BAUGHN who resigned to devote full time to freelance acting.

GEORGE FLOWERS in addition to his regular announcing duties at WAYS Charlotte, N. C., is now in charge of studio production.

WALTER PRESTON, program director of WBBM Chicago, has been named to the awards committee of the Chicago Federation of Advertising Clubs.

BOB GARRED, CBS Hollywood newscaster, and Frances K. Lawler of New York have announced their engagement.

JAMES W. BIXLER, former ABC night program manager and before that in the music division of NBC, has been appointed supervisor of announcers and of the night program office of ABC New York.

WARREN LEWIS, released from AAF, has returned to NBC Hollywood production staff as writer. WILLIAM KARN has been added as network producer.

VINCE BOGART has been made head writer of NBC "Duffy's Tavern." BILL MANHOOFF and LARRY MARKS, writing team, have withdrawn from that program.

JIM MOORE, released from Army after four years' service, has returned to KSFO San Francisco as chief announcer. He was to marry Juanita Maria Smith of that city on March 23.

JOHN B. SIMPSON, who served with the armed forces, has returned to NBC New York as staff announcer.

BILL LEONARD, WABC New York roving reporter heard on 6-6:30 a.m. participation series, "This Is New York," on March 20 reported on "what he finds while roving the city after midnight" at the luncheon meeting of the Art Directors Club of New York.

ASHTON DUNN, manager of the NBC Personnel Dept., New York, March 18 represented radio in a panel discussion by industry representatives at the National Association of Training Directors meeting at the Hotel Pennsylvania, New York.

NEW DIRECTOR of music for KRNT Des Moines, Ia., Wayne Ackley returns again to field of radio entertainment. A well known Des Moines announcer for eight years, he lost his voice in April 1943 and took a protracted leave of absence, visiting numerous throat specialists to no avail. Traveling to Alaska and working on Alcan highway for a time, he subsequently returned to KRNT as news department editor. With resignation of Bill Chandler as music director, Mr. Ackley has been promoted to that post.

FRANK HARDEN, out of Navy, has been added to the announcing staff of WIS Columbia, S. C.

DOUG GRANT, WMT Cedar Rapids, Iowa, program director and newscaster, has been appointed to the Cedar Rapids school board.

DICK COVEY, released from AAF, has rejoined KRNT Des Moines, Iowa, as announcer.

JAMES SHELTON, discharged AAF sergeant, has returned to WIBC Indianapolis as announcer.

LEROY MILLER, WFIL Philadelphia early morning m.c., is engaged to Mary Wetzel of Kulpmont, Pa. Couple plan to be married in June.

JOHN ROEBUCK, formerly with AFRS in Italy, joins WIS Columbia, S. C., as announcer.

RAYMOND WILSON, released from the Army as sergeant, has returned to KVOD Denver, Col., as announcer.

SHELDON STARK is replacing HOWARD CARRAWAY as writer of "Tennessee Jed" on ABC. Show is sponsored by Ward Baking Co. through J. Walter Thompson Co., New York.

MILLARD LAMPELL, who as Sgt. Lampell wrote scripts for NBC's "The Army Hour," has collected a number of the best scripts into a book, "The Long Way Home" (Julian Messner, New York. $2.50).

CLARE PATRICK with release as captain in the Wacs has returned to her former position as music clearance supervisor of KPO San Francisco.

JOHN C. WAGNER, out of Army, rejoins ABC Hollywood as purchasing agent. He also will be in charge of transportation and hotel reservations.

LEE FORTUNE, out of RCAF after four years' overseas, has joined the announcing staff of CKSF Cornwall, Ont. GUELDA EDWARDS, new to radio, has joined the production staff of CKSF.

To Form Agency

ARNOLD I. REINGOLD, advertising director of Schenley Distillers Corp., New York, May 15 resigns to form his own organization, Reingold Adv., which will open offices June 15 at 10 State St., Boston.

CBS Survey Shows Public Wants Color

Frank Stanton Gives Report On Two Network Checks

THE AMERICAN public finds ultra-high frequency, full-color television so greatly preferable to the present black-and-white video transmission that it will not only pay more for color receivers but is willing to wait almost indefinitely for the advent of color, Frank Stanton, CBS president, stated last week in a report on two surveys conducted by CBS, one on 30 present owners of black-and-white receivers; the other on 101 persons who have seen black-and-white television but who do not own receivers.

Tests, conducted by the CBS Television Audience Research Institute, with C. E. Hooper, radio measurement authority, and Dr. Raymond H. Franzen, consulting psychologist, present as observers, revealed:

Willing to Wait

Seven out of ten people who do not have sets but who plan to buy them are willing to wait from one year to "indefinitely" for color television even after black-and-white sets are on the market.

Non set-owners on the average would be willing to pay 48% more for a color receiver with an 8x10-inch picture than for an equivalent black-and-white receiver. Set-owners were willing to pay 34% more. For a 16x22-inch picture non set-owners would pay 40% more for color; set-owners 28% more.

Only 7.9% of the non set-owners and 12% of the set-owners agreed with the statement: "I am completely satisfied with the television now being broadcast." Of the non set-owners, 22.8% said they would be satisfied with the quality of black-and-white television if they could get larger pictures, compared to 7.8% of set-owners.

Belief that it would be better to spend money improving the quality of black-and-white programs than for developing color television was expressed by 12.9% of non set-owners and 14.4% of set-owners.

Checking a list of words descriptive of either form of television 20% of the non set-owners and 25% of the set-owners rated color television as "magnificent," a term that no one in either group applied to black-and-white television.

These findings, Mr. Stanton stated, "tend to confirm the serious doubts as to the public appeal and economic practicability of black-and-white television which initially prompted CBS to embark on its color project. They certainly indicate that the majority of the public, given a chance to compare the two, will regard black-and-white television as already obsolete."

Don't say TROY

Say TROY, ALBANY AND SCHENECTADY

because you reach all three economically, effectively with

WTRY

ALBANY, TROY, SCHENECTADY

WTAG has the advantage of local newspaper promotion every morning, evening and Sunday.

WTAG

WORCESTER

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1224 - MEXICO, D. F.

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

News!

BUILDS AUDIENCE

Audience!

BUILDS SALES

That's why WFBL produces more sales in Syracuse, N. Y.

HARVEY D. SANDERSON

After three years with the OWI, lastly as chief news editor of the U. S. Press Service in Luxembourg, Harvey D. Sanderson is back at WFBL as news director. A former reporter, promotion manager and editor of metropolitan dailies, Mr. Sanderson ably directs the trained news staff of WFBL, giving the station complete international, national, state and local news coverage.

His staff includes: John Duval, news commentator, world traveler and journalist; expert newscasters Ronald Curtis, Neal Moylan and Ronald Dunlavey as well as skilled sportscasters Leo Bolley and Bob Cullings.

Central New York tunes to WFBL for complete, thorough news coverage. That's just one reason why this station holds the largest audience that buys the greatest amount of goods.

For rates, availabilities and case histories, write or wire any Free and Peters office or

CBS

WFBL
Syracuse, N.Y.

AGENCIES

WILLIAM A. WEAVER, formerly a colonel in the Army, has returned to Griswold-Eshleman Adv., Cleveland as assistant to the president. Awarded the Legion of Merit by General MacArthur for outstanding services in the New Guinea campaign, he later saw service in the Far East where he was in charge of ordnance service for American, Australian and Dutch troops. Previous to Army service he was manager of media for Griswold-Eshleman.

FRANK C. MURPHY, for 16 years media director of Geare-Marston, Philadelphia, has been elected vice president of the agency. **ELIZABETH HEATH** has been named treasurer and **WILLIAM G. HUCKEL,** secretary.

NATHAN A. ZELIKOW, who served with the armed forces as a captain and before that with MacGruder Adv., Denver, has joined Marshall Hough Co., New York, as account executive and radio director.

WILLIAM B. RICKETTS, director, N. W. Ayer Foundation, Philadelphia, will speak on "An Appraisal of the Practical Value of Copy Research" March 28 at a luncheon meeting of the American Marketing Assn., New York.

TOM LEWIS, vice president in charge of radio for Young & Rubicam, Hollywood, is in New York this week on a business trip.

MARION LAW Jr., released from AAF as captain, has joined public relations and publicity department of J. M. Mathes Inc., New York.

ARTHUR MOORE and **FRANK PALMER** have been appointed co-heads of the Kenyon & Eckhardt, New York, television department. Mr. Moore will supervise production activities while Mr. Palmer will handle business end of department. Mr. Moore currently produces the "County Fair" series on CBS sponsored by Borden Co. Mr. Palmer heads agency's time buying department.

NORMAN B. NORMAN, formerly with Blow Co. and Duane Jones Co. and recently released from the Navy as lieutenant, has been appointed executive vice president of Norman A. Mack Co., New York. He will be in charge of the package products division of the agency.

HUGHES WILSON, copywriter with Geyer, Cornell & Newell, New York, has been named an assistant account executive for the Kelvinator division of the Nash-Kelvinator Corp. account. He will make his headquarters in the agency's Detroit office, working under direction of **HENRY HEMPSTEAD,** vice president and account executive.

RUTH HARRINGTON, account executive of Abbott Kimball Co., New York, has announced her resignation effective immediately.

J. WALTER THOMPSON Co., New York, has more than doubled its space in its Wall St. office located in the Irving Trust Bldg., 1 Wall St.

WILHELM-LAUGHLIN-WILSON & Assoc., Houston, Tex., has opened a new office in Merchants State Bank Bldg., Dallas, Tex., under management of **DON L. BAXTER,** a past president of the Dallas Advertising Club and former director of Advertising Federation of America.

ROBERT SEAT, for three years in AAF and former promotion manager of KXOK St. Louis, has been appointed vice president of Mars Adv., St. Louis.

LAWRENCE A. POTTER, released from the Army as major and in service since 1942, has joined Burton Browne Adv., Chicago, as account executive. He formerly had been copywriter with E. H. Brown Adv. and with the Illinois Agricultural Assn.

EUGENE N. AXTEL, released from the Army as a captain, has rejoined Russel M. Seeds Co., New York, as assistant to President **FREEMAN KEYES,** post he held prior to entering service.

J. Y. LEVEQUE, until recently account executive of N. W. Ayer & Son, New York, has established his own advertising and public relations firm under name of J. Y. Leveque & Co., at 548 S. Spring St., Los Angeles. Telephone is Trinity 6934.

COLIN (Coke) MILLER, formerly talent cooker of J. Walter Thompson Co. on CBS "Lux Radio Theatre," and **MARY BAKER,** executive of Sam Jeffe Agency, Hollywood talent service, were married March 15.

C. E. BARGER, former captain in the Army and before that associate editor of the Missouri Ruralist & Kansas Farmer, Topeka, has joined Wildrick & Miller, New York.

PRENTICE MESSIMER, formerly with J. Walter Thompson Co., New York, has joined the copy staff of Alley & Richards Co., New York, after wartime service in Office of Strategic Services.

JULIUS J. ROWEN, formerly in the Army as major, has formed his own advertising agency, Julius J. Rowen Co., with offices at 136 William St., New York.

MORT BASSETT, after serving more than three years in the armed forces, has rejoined Morse International, New York, as timebuyer.

RICHARD DOUGLAS McNAMEE, former communications officer in the Navy and before that assistant production manager at WCCO Minneapolis, has been appointed radio director of Arrow Advertising, New York.

JACK B. PETERS, after serving in the Army Signal Corps as major and former media director of Donahue & Coe, New York, on April 8 is to join Kastor, Farrell, Chesley & Clifford, New York, as manager of media department.

NORMAN ROSEN, director of television, J. Walter Thompson Co., New York, has resigned to devote full time to his freelance activities.

ROBERT A. BROWNE, former sales promotion manager of Hudson American Corp., and **EDWARD L. BAILEY,** recently released from the armed forces and before that with Ruthrauff & Ryan, New York, have joined the creative staff of Rickard & Co., New York.

PAUL F. SCHUPPE, former associate production manager at Compton Adv., New York, and before that with Fuller & Smith & Ross, New York, has rejoined the latter company as office manager.

JOHN J. TORMEY, who recently returned to Foote, Cone & Belding, New York, after an absence of two years during which time he was with William Esty Co., New York, has been appointed account executive on the Cities Service account.

LLOYD MAXWELL, first vice president of Roche, Williams & Cleary, Chicago, has been elected a director and member of the executive committee of the Bendix Helicopter Corp., New York.

E. G. STEPHENS has been transferred as account executive from the Toronto office of MacLaren Adv. to the agency's Montreal office. He recently rejoined the agency after 3½ years with RCAF. He is former manager of agency's Vancouver office.

STANLEY MAXTED, BBC war correspondent who recently returned to Canada to the CBC as producer, has joined the J. Walter Thompson Co., London, as radio director.

DOUGLAS MARSHALL, recently discharged from the Canadian Army after being loaned to the BBC as a producer on the AEF program section, has joined Walsh Adv., Toronto, as radio director. Before joining Canadian Army he was radio director of the Toronto office of Stanfield & Blaikie, now Harold F. Stanfield Co.

JACK M. STAFFORD, with discharge from AAF after three years, has been appointed promotional director of Smith, Bull & McCreery Adv., Hollywood. Prior to service he was sports editor of KMPC Hollywood for five years.

O. O. LIEFFERS, released from the Navy, has rejoined BBDO Los Angeles contact staff.

MILTON C. HILL, former account executive of West-Marquis, Los Angeles, has shifted to Wookey & Roman, Hollywood.

WALTON BUTTERFIELD, former lieutenant commander in the Coast Guard, has joined H. B. Humphrey Adv., Boston. Formerly in the professional theatre, he will concentrate on programming and production problems for agency radio department and act as public relations advisor.

ELIZABETH PIKE, formerly with Kenyon & Eckhardt, New York, has joined Benton & Bowles, New York, as copywriter.

JAN FELS, member of the Antwerp office of J. Walter Thompson Co. before the war, is currently in agency's New York office. He expects to return to Europe shortly to represent JWT in Holland.

WILLIAM HARDING, formerly with J. Walter Thompson Co., New York, where he was in charge of direction for "Fred Allen Show," and prior to that with CBS, has been appointed director of the radio department of the Ted Bates Inc., New York.

JAMES J. POLLARD and **GEORGE A. LOGAN,** following release from the armed forces, have joined the copy department of O. E. Tyson & Co., New York. Previous to entering the Merchant Marine, where he served as ensign, Mr. Pollard was with J. Stirling Getchell Co., New York. Mr. Logan was with Western Electric Co., New York, before serving with the Army as captain.

J. V. KIRCHOFF, secretary of Gardner Adv., New York, also has been named treasurer of the agency.

RUSSELL E. SACKEN, after three years of service with the armed forces, has joined the contract staff of Mihic & Smallen, New York.

GE Cuts 'Party'

BECAUSE of recent production and strike situation, General Electric Co. is cutting its sponsorship of *GE House Party,* 4-4:25 p. m. on CBS, from five to three days a week effective April 15. Show will continue on a five-a-week basis with CBS retaining Tuesdays and Thursdays as a sustainer. CBS may sell these two days to another sponsor.

"If they make one more announcement over WGAC ...We'll have to send for help." WGAC Augusta, Ga.

NBC *Thesaurus* puts first things first

Program *quality* is foremost in the minds of all radiomen who have the sincere purpose of entertaining listeners. That's why THESAURUS puts emphasis on *musical excellence*—rather than *name* value of an artist.

The lineup of top-drawer talent on this page represents the best in musical entertainment—skillful performers, finest arrangements and superb NBC direction.

Just a few of the many outstanding program units are illustrated here. And throughout the entire NBC THESAURUS musical library you will find the same high quality performance heard in NBC network shows.

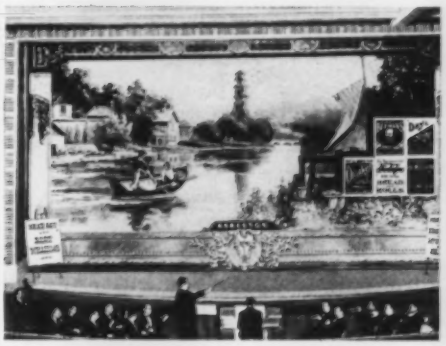
Is it any wonder that American stations from coast to coast are using *America's No. 1 Musical Program Service* to solve their local programming problems?

THE MUSIC OF MANHATTAN . . . every feature of top network variety shows from thirty-piece dance orchestra to Dixieland jazz combination.

ALLEN ROTH AND THE SYMPHONY OF MELODY . . . Roth gives finesse to every arrangement and his choruses and soloists lend lovely voices.

THE JUMPIN' JACKS WITH PATTI DUGAN . . . stylized swing by one of the greatest assemblages of jazz musicians, with vocals by Patti Dugan.

SWING AND SWAY WITH SAMMY KAYE . . . his compelling dance band . . . his singing favorites . . . set all of America swinging and swaying.



MUSIC HALL VARIETIES . . . presents early vaudeville arrangements played by old-style pit orchestra directed by "Professor" Patrick Ciricillo.

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC . . . 25 strings of NBC Symphony immortalize Herbert, Gershwin, Romberg and many others.

SLIM BRYANT AND HIS WILDCATS . . . specialists in "American Folk Songs and Music." Ballads, comedy and fast hoe-downs add variety and pace.

THE SALON CONCERT PLAYERS . . . Max Hollander and 25 network musicians bring new magnificence to many glorious salon concert favorites.

THE CHURCH IN THE WILDWOOD . . . an inspiring program of hymns and music. Jack Seagle, baritone; William Meeder, organist.

NBC

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

In West Virginia

. . . Charleston, the Capital City, ranks highest in per capita effective buying income ($1648.00) . . . nearly 1½ times the national average.

THIS IS MY HOME

KANAWHA COUNTY

WGKV

CHARLESTON, WEST VA.

Charleston's Quality Station

NBC AFFILIATE

Represented Nationally By Joseph Hershey McGillvra, Inc.

WTAD

QUINCY, ILLINOIS

IOWA

MISSOURI

QUINCY

ILLINOIS

Want an ideal test market? Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K.C. 1000 WATTS CBS AFFILIATE

THE KATZ AGENCY, REP.

A Lee STATION

News

STEPHEN V. FEELEY has resigned as city editor of Buffalo, N. Y. Courier-Express to open own radio news bureau in Washington, where he was for four years correspondent for Courier-Express before becoming city editor. He'll handle Washington news for WBNY Buffalo and WSAY Rochester, with more upstate New York stations signing up April 1.

PAUL RIDGELY, assistant superintendent, House Radio Gallery, is in Garfield hospital, Washington, following emergency appendectomy March 10. He was recently discharged from the Army as sergeant.

JIM HURLBUT, director of special events at WBBM Chicago and former Marine Corps war correspondent, is to be the subject of a 12-page feature spread in a forthcoming issue of the USMC magazine "Leatherneck." **FRANK BARTON** and **RUSS GUNDERSON,** WBBM news writers, have been elected to membership in the Chicago Radio Correspondents Assn. **PAT FLANAGAN** March 18 through March 29 is presenting on WBBM exclusive six-weekly reports from training camp of Chicago Cub and White Sox baseball clubs.

WALT LOCHMAN, director of sports and special events at KCMO Kansas City, is in Lake Wales, Fla., covering daily activities of the Kansas City Blues Baseball Club at their spring training camp. He will report in daily broadcasts through April 9.

MARK AUSTAD, commentator at WWDC Washington, has received the Army Commendation for Meritorious Service from Brig. Gen. George S. Beach, commanding general of Walter Reed General Hospital, Washington. As Army enlisted man he had been in charge of program directing and announcing for the hospital broadcasting system March 1944 to Dec. 1945.

JIM DOUGLAS, released from the Navy as lieutenant commander, has been appointed assistant farm director of KVOO Tulsa, Okla. He formerly had been animal nutrition and genetics writer and editor with U. S. Department of Agriculture.

Mr. Douglas

LEON DECKER, switching from ABC New York, has been added to staff of KCMO Kansas City as assistant to **JIM MONROE,** news editor.

GENE SHUMATE has returned from military service to KSO Des Moines, Iowa, as sports director. For 27 months he has been Marine Corps representative of AFRS.

WILSON (Bud) FOSTER, NBC Hollywood sports and news commentator, has resigned to freelance in San Francisco.

H. R. BAUKHAGE, ABC Washington news commentator who returned recently from Nuremberg war crimes trials, will lecture on "Disarming the German Minds" in Erie, Pa., March 25 and in Battle Creek, Mich., the following night.

FORMERLY a Society of Models and Conover model, Patrea Linden now turns her talents to broadcasting, as woman's news editor of WOAI San Antonio. She edits and airs "The Woman's View of the News" and as well as daily beauty-music program for Joske's of Texas titled "Beauty and a Song."

THOMAS B. MORGAN, WOV New York special events director, March 20 spoke before a meeting of the Overseas Press Club, New York, on the radio and press coverage of the consistory in Rome when four Amercan archbishops were created cardinals. Mr. Morgan, just back from covering ceremonies, traveled with Cardinal Spellman and the late Cardinal Glennon.

Bourjois Switches

BOURJOIS Inc., New York, new show featuring Tony Martin, switches from present time and format with Danny O'Neill-Evelyn Knight on Thurs. 10:30-11 p.m., effective April 20 to Sat. 7:30-8 p.m. on CBS. Latter period is being made available by Campana Sales Co. which is dropping *First Nighter.* Campana Agency is Wallace Ferry & Hanley Co., Chicago. Bourjiis is handled by Foote, Cone & Belding, New York.

PHILCO 35-POUNDER

Portable 'Suitcase' Video Camera Developed

NEW 35-POUND television camera has been developed by Philco Television Engineering Labs., it has been announced by Frank J. Bingley, chief television engineer of Philco, with a lightweight "suitcase-type" master control unit as companion equipment.

With the new equipment several television cameras can be operated from a single portable director unit which may be as far as 500 feet from the cameras. Outdoor scenes, such as football games and track meets, as well as indoor scenes, may be televised with excellent results, according to Mr. Bingley. U. of Pennsylvania football games were telecast commercially with this equipment from Franklin Field last season.

Governor Participates

GOV. WILLIAM H. TUCK of Virginia participated March 17 in forum of WSSV Petersburg, Va., concerning "A War Memorial for Petersburg."

Claim of Taylor Against Goldsmith Is Disallowed

UNANIMOUS award disallowing the 25% claim of Samuel A. Taylor against Clifford Goldsmith, creator and author of the *Henry Aldrich* series, for the income derived from that show was handed down by an arbitration board composed of Owen Davis, playright, Kurt Weill, composer, and John E. Wood, attorney. Proceedings were held in accordance with the dramatist guild contract under which the dispute arose.

Mr. Taylor claimed he had a right to the income because in 1938 he had doctored the play "What a Life" written by Mr. Goldsmith. This was under a collaboration agreement that entitled him to 25% of motion picture, radio and other proceeds. Arbitrators' decision was made, however, on the basis that the Henry Aldrich radio character was not drawn from the play. Two Young & Rubicam officials, Louis N. Brockway, executive vice president, and Harry Ackerman, vice president in charge of radio programs, testified that the characters in the play and in the radio sketches bore little resemblance to one another and that the play had no effect of any kind upon the sponsorship of the radio series. Mr. Goldsmith was represented by Louis Nizer of Phillips, Nizer, Benjamin & Krim, New York.

Sellers

(*Continued from page 10*)

of the agency's accounts, REM and REL, got to be household words. He endeared himself to Baltimore's harassed streetcar conductors by creating "Pinky the Passenger" to solve the transit company's worst headache—people who persist in riding in the front of the car.

At the Katz agency he elaborated on the "plot" commercial with all its variations—one-minute quiz, limericks and singing commercials. There also he hit on the formula on which he has based his present success—frequency of delivery. "Hit 'em hard and often does more than power alone," is a Kaye conviction.

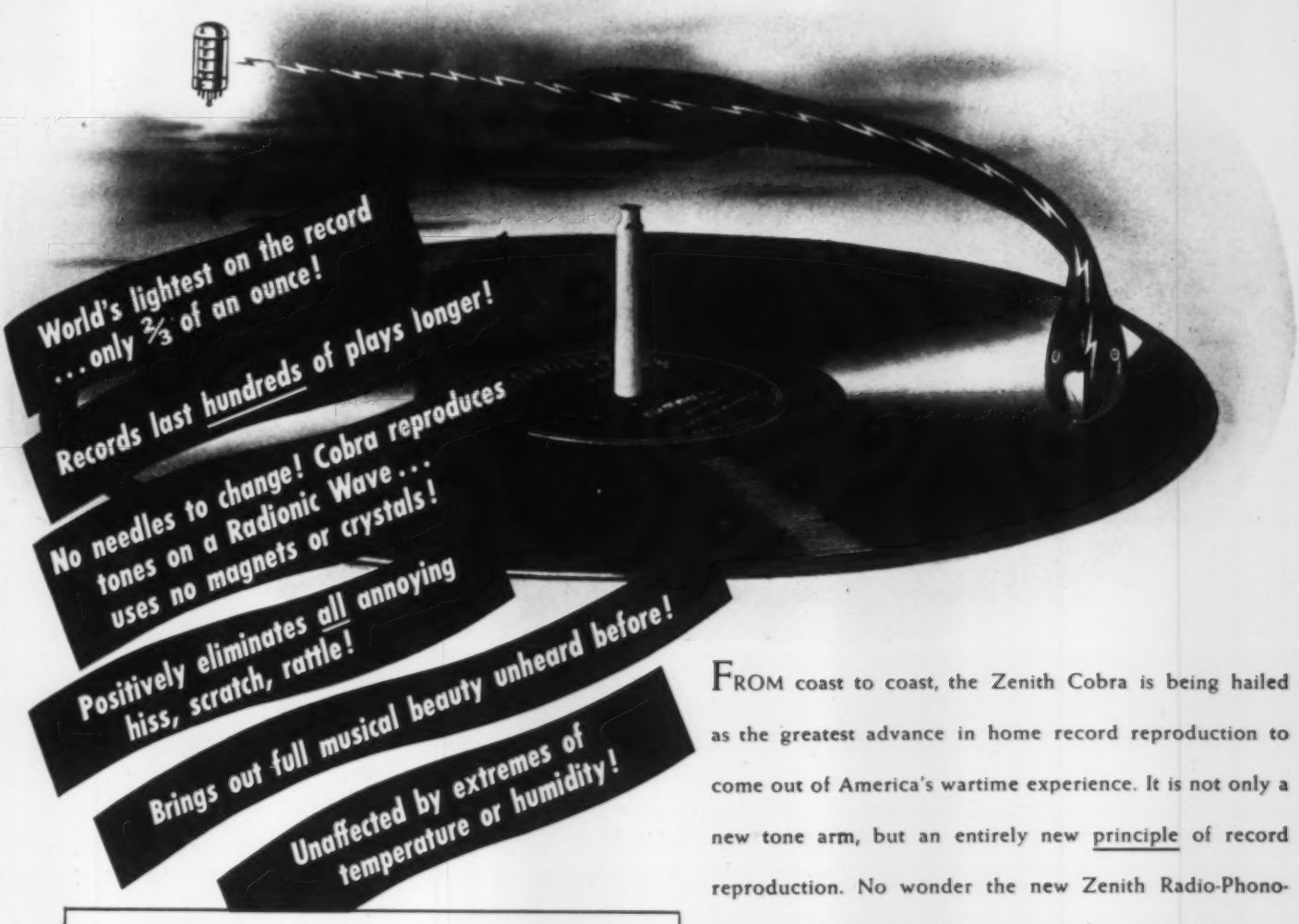
As radio director of Olian in Chicago, he supervises the conduct of successful spot campaigns of Atlas Prager Beer (Atlas Prager, got it? Atlas Prager get it!), Edelweiss Beer (drink Edelweiss it tastes so nice), Paradise Wine (Poppa don' wan' no wine but Paradise wine) and Snacks (Hey, Snooks! How 'bout Snacks?).

In private life both Mr. and Mrs. Kaye maintain an avid interest in music, photography, and sports, but his favorite hobbies are foreign languages and political science. He speaks French, Spanish and Portuguese well enough to read books in these languages but, he confesses, not so fluently as to impress natives of those countries. He also collects calypso records and will give free lessons in the art of paddle-balling to anyone desiring to make a trade.

There is a Sensational NEW WAY TO PLAY RECORDS

... and Only ZENITH has this!

The Zenith Cobra Tone Arm


World's lightest on the record ... only 2/3 of an ounce!
Records last hundreds of plays longer!
No needles to change! Cobra reproduces tones on a Radionic Wave... uses no magnets or crystals!
Positively eliminates all annoying hiss, scratch, rattle!
Brings out full musical beauty unheard before!
Unaffected by extremes of temperature or humidity!

FROM coast to coast, the Zenith Cobra is being hailed as the greatest advance in home record reproduction to come out of America's wartime experience. It is not only a new tone arm, but an entirely new principle of record reproduction. No wonder the new Zenith Radio-Phonographs with the Cobra Tone Arm are the most talked-about musical instruments in America today!

Broadcasters, Juke Box Manufacturers,
Adopting the Revolutionary Cobra too!

This sensational new tone arm so completely revolutionizes former methods that radio stations all over America are installing it in their studios to broadcast records. It makes ordinary recordings sound like expensive studio transcriptions!

The Cobra is also creating a sensation among Juke Box manufacturers, because of its scratch-free tone and the amazing way it lengthens the playing life of records and the trouble-free operation it gives under all conditions of use or climate

ZENITH
REG. U.S. PAT. OFF.
•LONG DISTANCE• RADIO
REG. U.S. PAT. OFF.

30 YEARS OF KNOW-HOW IN RADIONICS EXCLUSIVELY

WLAW

Serving INDUSTRIAL NEW ENGLAND

1,902,591 people spending approximately $911,322,100 at retail. 1,902,591 people with a family spendable income of $4,523.00. 1,902,591 listeners of WLAW making up an audience too great to be overlooked. WLAW delivers to this three-state market day and night. Send for revealing data. (Sales Management estimates)

5000 WATTS 680 Kc.

Basic Station

American Broadcasting Co.

WLAW

LAWRENCE, MASSACHUSETTS

Nationally Represented by WEED & CO.

ALLIED ARTS

MARGE KERR, talent buyer of N. W. Ayer & Son, New York, and **PHIL DAVIS**, orchestra leader, have formed a package production office, Davis-Kerr Productions, at 1650 Broadway, New York. First program to be recorded April 4 will be a quarter-hour open-end transcription featuring Captain Stubby & His Buccaneers. Miss Kerr will continue her present duties with N. W. Ayer. Mr. Davis also will continue as orchestra leader on the Charles E. Hires Co. Show on NBC.

FLOYD FLETCHER, president of Durham Broadcasting Co., which has been granted a CP for a 500 w daytime station on 730 kc in Durham, N. C., has retained Fred A. Palmer Co., Cincinnati, as consultants on management and operation. **FRED DODGE**, of Palmer Co., goes to Durham April 1 to assist Mr. Fletcher in organizing and operating station.

PAUL R. DYE has been appointed regional manager of Admiral Corp., Chicago, for all Admiral products. He was formerly sales manager for Taylor Electric Co., Milwaukee.

CLAY W. CRANE, advertising manager of the radio and phonograph divisions of Aireon Manufacturing Corp., Kansas City, has been promoted to new post of director of publicity. **JOE W. HOLLOWAY** is new advertising manager. **HELEN ELLIOTT** continues as assistant advertising manager.

JOHN HOFINGA, chief accountant of Philco International Corp., New York, has been appointed comptroller of the company.

LOS ANGELES CENTER OF TELEVISION TECHNIQUE, non-profit experimental organization, has been formed by local radio and film actors for purpose of preparing themselves for the new medium. Primarily for acting talent, writers, producers, directors, make-up technicians and others interested are invited to LACTT meetings on a share-cost basis.

CYRUS S. KNOWLTON has joined Hoffman Radio Corp., Los Angeles (receiver sets, equipment), as sales engineer. He was formerly field engineer of Raytheon Manufacturing Co. and more recently with Air Associates.

WALTER TREFTS, San Francisco attorney, has been appointed northern California executive secretary of AFRA, and will also act as national field representative of the union. Operations will continue under supervision of Hollywood office since latter represents the 11 western states.

PRESS NEWS, Toronto (radio subsidiary of Canadian Press), now services 54 Canadian stations with CP, AP and Reuters service, latest stations contracted being CHEF Granby, Que., and CJOB Winnipeg.

CY NORTON, former manager of sales promotion and public relations of Strathmore Paper Co., has joined Association of National Advertisers.

MARGARET ETTINGER, head of Hollywood publicity firm bearing her name, currently is in New York to open East Coast offices with **JO MALLETT** in charge. Miss Ettinger returns to Hollywood in early April.

EVE STANLEY, former radio publicity writer and at one time with Tom Fizdale Inc., Hollywood, has joined Capitol Records Inc., Hollywood, as West Coast publicity director. Post had previously been held by **BOB WEISS** who resigned several months ago.

KAHN & CARLSEN Agency, Hollywood program packager, has moved to new offices at 1239 Larrabee St.

CLIFF ENGLE, for 10 years on NBC San Francisco staff as writer, producer, m.c., has been appointed western representative of C. P. MacGregor Co., Hollywood transcription producers.

WAYNE TISS, vice president and manager of BBDO Hollywood, has been elected chairman of the board of governors of Southern California Chapter, American Association of Advertising Agencies. He succeeds **C. BURT OLIVER**, retiring chairman, and general manager of Foote, Cone & Belding, Hollywood radio division. **ROBERT LEE**, manager of Buchanan & Co., Los Angeles, has been made vice chairman of Southern California Chapter. **CARL K. TESTER**, vice president of Philip J. Meany Co., Los Angeles, is secretary-treasurer. **GAYB LITTLE**, head of Little & Co., Los Angeles, as well as Mr. Lee have been elected to board of governors. Mr. Oliver also continues on the board.

HARTLEY SAMUELS, former manager of program promotion for NBC, has opened his own package production firm, Production Associates, at 545 Fifth Ave., New York. Phone: Murray Hill 2-4217. Firm's newest offering is "O'Hanna, Private Detective," half-hour series based on the stories of Dale Clark.

ROBERT P. ROBINSON Jr., for 11 years chief buyer at the Remington Arms Co., Bridgeport, Conn., a subsidiary of E. I. du Pont de Nemours Co., Wilmington, Del., and before that with du Pont in Wilmington, has been appointed director of purchases of the Columbia Recording Corp., Bridgeport, Conn.

Col. Wheelock Honored

COL. WARD WHEELOCK, president of Ward Wheelock Co., Philadelphia, has been awarded the Legion of Merit for "outstanding services from August 1942 to August 1944, in connection with establishing controls for the Eighth Air Force Service Command in the United Kingdom and later for the Air Service Command in the United States."

Radio Studied as Means Of Fighting Prejudices

MEANS of combatting racial and religious prejudices among children through radio programs designed for youngsters were discussed last week by representatives of radio, education and religion at a meeting of the Child Study Assn. of America, New York.

The group heard recordings of recent radio shows, which had been injected with racial and religious tolerance. Discussion centered upon the best means of: (1) broadcasting children's programs that teach tolerance; (2) inducing children to listen to them. Among those attending were: Margaret Cuthbert, NBC; Mrs. Nathan Straus, WMCA; Mrs. Elliott Sanger, WQXR; Mrs. Rosalie Wolf, of the Women's National Radio Committee; Robert Maxwell, of Superman Inc.

Brevity Better

TERSE commercials get "more results from the show than anything we've ever attempted," says Col. W. C. Taylor, head of Supreme Foods Products, Knoxville, sponsoring quarter-hour stories on WNOX Knoxville. Show opens with: "Supreme Foods presents. . . ." It closes with "Supreme Foods, manufacturers of Supreme Lemonized Mayonnaise," at end of program. Those are the only commercial mentions.

Mary Elizabeth Henderson Fautt

MARY ELIZABETH HENDERSON FAUTT, 35, a member of the NBC Controllers Dept., New York, since 1928, died March 17 as the result of a fire in her home in Maspeth, Queens. She is survived by her husband, Frederick Fautt, her mother and three brothers.

Advertising Women's Dance

ADVERTISING Women of New York on April 5 will hold its annual dinner dance at the Waldorf-Astoria, New York, proceeds of which will be devoted to postwar service and other activities of advertising women. Helen Blankenhorn, former chief of the women's division of the salvage division of the War Production Board, is dinner chairman and Ben Grauer, NBC announcer, will m.c.

1 CHOICE IN CHATTANOOGA IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

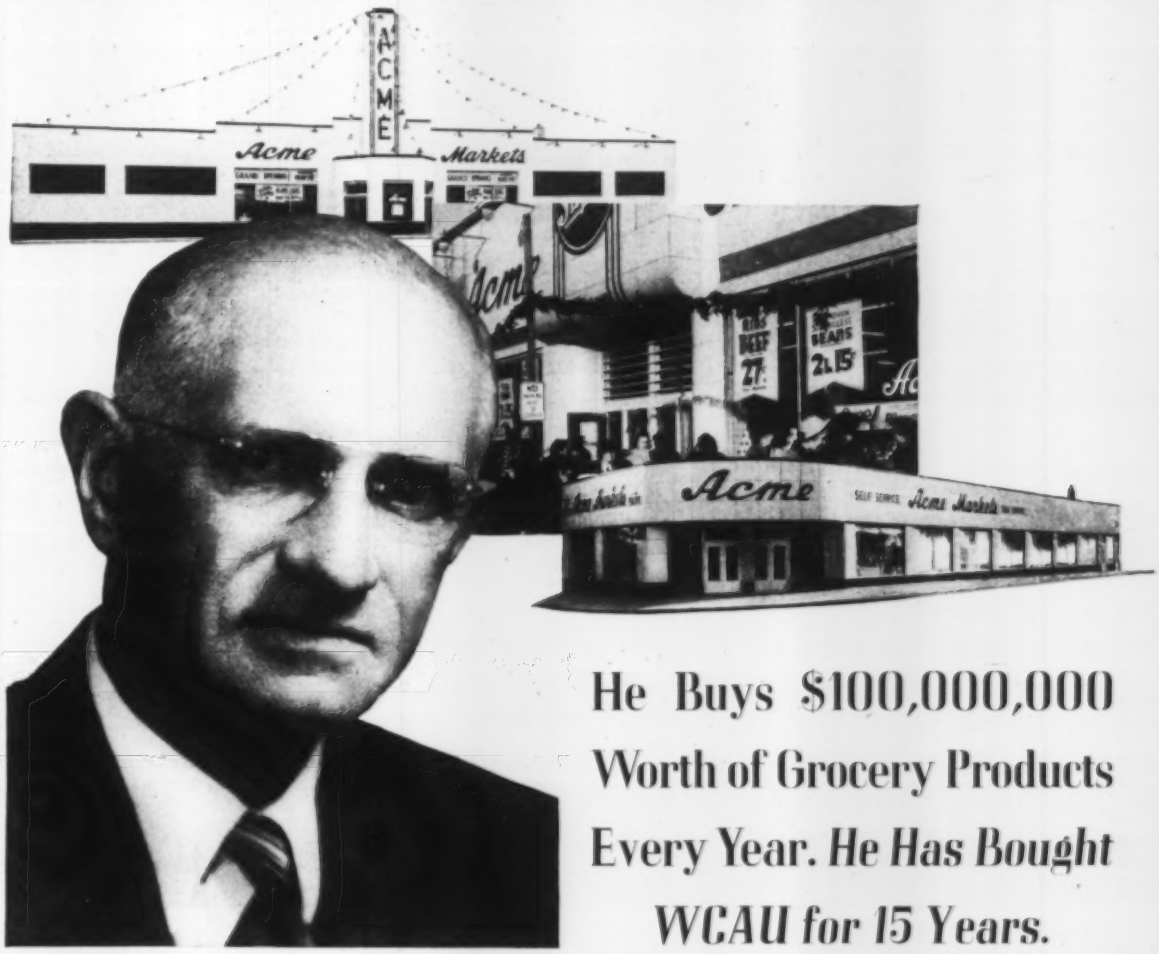
WJTN

JAMESTOWN, N.Y.

Voice of the rich Chautauqua Region

Represented by RAMBEAU

ABC NETWORK



Photograph by Fabian Bachrach

He Buys $100,000,000 Worth of Grocery Products Every Year. *He Has Bought WCAU for 15 Years.*

WILLIAM H. EDEN, VICE-PRESIDENT OF AMERICAN STORES WITH HEADQUARTERS IN PHILADELPHIA, DIRECTS THE PURCHASING AS WELL AS THE MERCHANDISING AND ADVERTISING FOR THE COMPANY'S VAST CHAIN OF RETAIL OUTLETS. FOR AMERICAN STORES RADIO ADVERTISING HE HAS SELECTED WCAU CONTINUOUSLY SINCE 1931.

Here is billion-dollar buying judgment and sales experience for you to profit by in your selection of a Philadelphia radio station. It is further proof that *firms who know Philadelphia know that WCAU is their best radio buy.*

If you want to sell to the nation's third largest market in a big way, do as leading Philadelphia firms do . . . sell on WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

A FACT!

You cannot get complete coverage of the rich agricultural, livestock and oil empire that is West Texas unless you use

KRBC KBST

ABILENE BIG SPRING

KGKL

SAN ANGELO

Joined by interconnecting lines these three quality stations are available in combination at a big saving as

WEST TEXAS NETWORK

You'll reach a 1940 population of 404,000 (now estimated at nearly a half million).

You'll have a ready-built audience—built by American, Mutual and superior local programs.

You'll have up-and-at-them merchandising service.

Get the Most for Your Advertising Dollar in West Texas! Use the

WEST TEXAS NETWORK

Represented Exclusively by

JOHN E. PEARSON CO.

SPONSORS

WILLIAM G. WERNER, manager of public relations, Procter & Gamble Co., Cincinnati, has been named chairman of the Association of National Advertisers. Members of the committee are **HERBERT D. BISSELL**, Electric Auto-Lite Co.; **CHARLES E. CAREY**, Goebel Brewing Co.; **HAROLD L. CURTIS**, Shell Oil Co.; **RICHARD K. HINES**, Vick Chemical Co.; **ALLYN B. McINTIRE**, Pepperell Manufacturing Co.; **GEORGE S. McMILLAN**, Bristol-Myers Co.; **W. E. O'BRIEN**, McGraw Electrical Co., and **F. J. SOLON**, Owens-Illinois Glass Co.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, April 3 will change name of its current program starring Hildegarde on 144 NBC stations, Wed. 8:30-9 p.m., from the "Raleigh Room" to the "Penguin Room." Reason for change is that program on that date will start to advertise Kool cigarettes for which a penguin is the trademark. Raleigh is present brand advertised.

E. J. FITZPATRICK, who recently rejoined American Home Foods, New York, after three and a half years' overseas duty with the Army as a colonel, has been elected to the company's board of directors, appointed vice president of AHF and named board chairman of the company's recently acquired Chef Boy-Ar-Dee Quality Foods Division, Milton, Pa.

Mr. Fitzpatrick

RED STAR YEAST & PRODUCTS Co., Milwaukee, effective April 1 has appointed Ivey & Ellington, New York, to handle advertising. Jack Kirkman is the account executive. Spot radio, used while Campbell-Mithun, Chicago, former agency, handled the account, will be discontinued. New radio plans will be made known some time in April at conclusion of meetings between client and Ivey & Ellington.

P. LORILLARD Co., New York (Old Gold cigarettes), March 26 starts series of 19 pre-season Brooklyn Dodgers baseball games on WHN New York, with Red Barber giving play-by-play reports. Regular season broadcasts start April 16. Agency is Lennen & Mitchell, New York.

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO), has started on WAAT Newark, for 13 weeks, "Labor Views the News," Mon.-Fri. 9-9:15 p.m. Series is aimed at "strengthening the ties" between organized labor and the people of northern New Jersey.

STATIONERS Corp., Los Angeles (stationery supplies), on March 14 started using two spot announcements weekly on KECA Hollywood. Contract is for 52 weeks. Firm in addition sponsors varied spot schedule on KFI KHJ KGFJ KNX KCMJ. Western Adv., Los Angeles, has account.

ROBERT SMITH Manufacturing Co., Los Angeles, as first step in introductory campaign to promote Nylon Dip, soapless concentrate for nylon fabrics, April 1 starts thrice-weekly participation in "Star Gazing with Frances Scully" on KECA Hollywood. Contract is for 13 weeks. Similar campaign is contemplated for northern California area. Agency is Frank Oxarart Co., Los Angeles.

ICE CAPADES Inc., New York, to promote opening of Ice Capades of 1946 in Los Angeles, in early April starts heavy schedule of daily spot announcements on 16 Southern California stations. List includes KMPC KFVD KIEV KLAC KFI KFAC KRKD KFWB KFOX KHJ KECA KXLA KGER KWKW KNX KGFJ. Agency is Smith, Bull & McCreery Adv., Hollywood.

TEXAS AIR LINES, Houston, Tex., intra-state passenger and freight carrier, has appointed Wilhelm-Laughlin-Wilson & Assoc., Houston, to handle advertising. Radio will be used.

WILLIAM H. HAMILTON, out of the Navy, has been appointed radio manager of E. I. du Pont de Nemours & Co. advertising department. Prior to entering the service he was director of sports and program director of WHIO Dayton, Ohio.

C. J. DRISLANE Co., New York, sole distributor of "Paragon brand quick frozen foods, has placed its account with S. Duane Lyon Inc., New York.

GREAT WEST DISTRIBUTORS, Calgary (oil products), has started quarter-hour "Western Serenaders" transcribed program on four western stations thrice-weekly. Agency is Stewart-Lovick, Calgary.

NATIONAL BREWERIES, Montreal (Dow ale), has started transcribed musical program on Quebec province stations. Account placed by MacLaren Adv., Montreal.

KENNETH C. LEGGE has returned after discharge from the RCAF overseas as advertising manager of Drug Trading Co., Toronto, and IDA Drug Stores, Toronto.

Joseph Baricak

JOSEPH BARICAK, 36, a studio setup man in the NBC Guest Relations Dept. New York, since 1929, died suddenly at his home March 16. He is survived by one sister and two brothers.

Surprise

ONLY PERSON not momentarily floored by her answer to m.c. Harvey Hudson's question on Strietmann Biscuit Co.'s *Strietmann Streetman* interview show on WRVA Richmond, Va. was the blond young interviewee herself. And it happened while Fred A. Palmer, head of Fred A. Palmer Co., Cincinnati, was in town to check programs for the sponsor. The m.c. asked, "In what book may we always find pleasure?" The answer he hoped to get was, "In the dictionary." Instead the blonde smiled sweetly and replied: "*Forever Amber.*"

Dunton, New CBC Head, Urges More Sustainers to 'Balance' Commercialism

BETTER PROGRAMMING and a network of high-powered stations owned by the public through the Canadian Broadcasting Corp. were urged in the first public address of CBC Chairman Davidson Dunton at Toronto March 18 before the Canadian Club.

Calling for more sustaining programs, Mr. Dunton said private stations on CBC networks often "are not anxious to take noncommercial programs outside reserved time because they do not get any direct monetary return, and can probably sell the time on their stations to advertisers themselves." He explained the network set-up, how it is financed through the annual listener license of $2.50 per set, plus revenue from commercial programs.

More High-Powered Stations

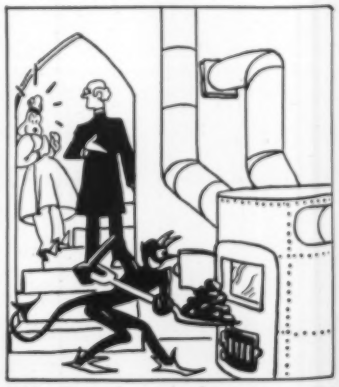
CBC regrets more good noncommercial programs are not made available to all listeners, he said. He urged greater coverage of network programs through publicly-owned stations, and more high-powered public stations. In 1945 CBC carried 55,000 network programs, of which 9,500 were commercial and 45,000 were sustaining, he added. Of the noncommercials 3,000 came from the U. S., 3,000 from Great Britain and 39,000 were produced in Canada.

Reviewing the varied Canadian, American and British programs heard on CBC networks, Mr. Dunton said Canada has one of the richest radio fares in the world.

"We are glad to have commercial programs because so many people like them," he stated. "CBC is anxious to encourage the further development of good Canadian commercial programs." He pointed to the need, however, for program balance with a goodly number of sustaining shows as well as commercials.

"The CBC can't become stodgy because of the shrewdly-aimed commercial programs on its own networks," said Mr. Dunton, "because of the welcome competition from private stations which have a keen idea of what the largest number of people in their areas like.

"If radio is to do a live job it must do things that some people won't like. If a program is worthwhile someone is going to object to it. It might be possible to produce only soupy programs that few people would object to, and almost no one would listen to. But then radio would not be worthy of the people of Canada.



"He heard one of my sermons over WFDF Flint."

New communications records!

30,000 words per hour!

or 2,760 Sq. In. of pictures

THE new Finch "Telefaxer" *breaks all records for speed and accuracy* in the transmission and reception of words and pictures. 30,000 words per hour or 2760 sq. in. of pictures can be handled by radio. 9600 words per hour or 918 sq. in. of pictures, by ordinary telephone wire. And not one error or deviation from the original manuscript.

Anything that can be printed or written on paper, including drawings and photographs, can be transmitted by this most modern instrument of communications. With Finch Telefaxers, time and money are saved and the mistakes of telegraphic printers are avoided.

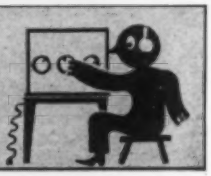
- Made by the manufacturers of Finch Facsimile equipment for broadcasting printed news and pictures.
- Write for new illustrated folder giving full particulars.

Finch Telecommunications, Inc., Passaic, N. J., U. S. A. Sales Office, 10 East 40th Street, New York 16, N. Y., U. S. A.

finch

First in Facsimile

TECHNICAL



JAMES EBEL, technical supervisor of the University of Illinois AM station WILL and FM station WIUC, both Champaign, Ill., and for nine years a member of the University's faculty, has been appointed director of engineering of WMBD Peoria and WDZ Tuscola, Ill.

CABLE & WIRELESS Ltd., a British service, has announced plans for a large program of picture transmission using the sub-carrier frequency modulation system refined during the war.

ART PEAVEY, released from the Navy as commander, has rejoined the engineering department of KRNT Des Moines, Iowa.

DAVID B. SMITH, vice president of Philco Corp. in charge of engineering, in an address before the Engineers Club of Trenton, N. J., has predicted the extension of research into higher microwave frequencies than the present 30,000 mc by means of war-developed radar.

SYLVANIA ELECTRIC PRODUCTS, Emporium, Pa., Radio Tube Division, has announced a miniature thyratron, 2⅛ inches long and mounted in a T-5½ bulb, suitable for electronic control where equipment must be compact, portable or lightweight. Tube may be operated in any position and is not affected by ambient temperature, company states.

VERNON WILSON, discharged from the Merchant Marine, has returned as transmitter operator to WCOP Boston.

JOSEPH PESCI, former captain in the AAF and before that a systems engineer on theatre sound at RCA's Indianapolis plant, has joined RCA Camden as a commercial engineer in the home office of the theatre and studio equipment section.

RICHARD L. YORDY rejoins technical staff of KFAB Lincoln, Neb., after 36 months in the Army where he served as a master sergeant under Lieut. Col. Dewitt Greer, commanding officer of the White House signal detachment.

MAURICE JOHNSON, engineer of CFRB Toronto, is the father of a girl.

J. M. ELLIS has been appointed chief engineer of CHAT Medicine Hat, Alta., new 1 kw station to go on the air July 1.

MAURY JONES, transmitter technician at KSL Salt Lake City, has won his flight instructor's license. He has 450 flight hours to his credit.

SYLVANIA ELECTRIC PRODUCTS, New York, has announced that Sylvania type radio tubes will be manufactured in Great Britain by a newly formed company, Electronic Valves Ltd., with operations starting April 1. New company is being formed by the A. C. Cossor Ltd. interests with a paid in capital of £300,000 and will manufacture radio receiving, cathode ray and other types of electron tubes for British markets.

MR. & MRS., new monthly family magazine published in Chicago, intends to devote considerable space to family activities of well known radio people, according to Jewell F. Stevens Adv., agency named to handle advertising and promotion. Effect of radio on family and junior members also will be emphasized. Hannah Staeger is publisher and editor.

HIGHEST CONCENTRATED COVERAGE in the DETROIT AREA

—AT LOWEST DOLLAR COST!

● And it's a **fact**—this live-wire station's 5,000 watts at 800 kc. is the key that will open AMERICA'S THIRD MARKET to **your** product and assure you a healthy portion of profit that is yours for the asking. Let's get together and do some sure-fire planning without delay.

J. E. CAMPEAU, *Managing Director*
Union Guardian Building, Detroit 26

ADAM J. YOUNG, JR., Inc.,
National Representatives

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

NEW FORMULA FOR NEWSCASTS

ABC's Nightly Series Based on Tabloid Type Of Broadcast, With Variety and Spice

TO STIMULATE interest of the average American listener who, since V-J Day has been yawning into his radio whenever a foreign news program came out of it, U. S. radio newsmen have sought a new domestic spice to inject into their shows.

ABC's national news editor, John Madigan believes his nightly *News of Tomorrow* (11-11:15 p.m.), on the air three months, has stood the test of time.

Bulletins and Drama

Mr. Madigan's formula may well have been borrowed from the big-selling tabloid newspapers. The first five minutes are crammed with bulletins on news events which are likely to range in nature and significance from a Hollywood divorce to a proclamation by Stalin. The show is designed so local stations may substitute a five-minute period of local news.

The next nine minutes consist of pickups at or near the scenes of the day's biggest domestic stories. Local stations which have foregone the first five minutes cut into the net show at the beginning of the pickup period.

News of Tomorrow has taken pickups from more than 30 points. "We try to stay away from Washington," says Mr. Madigan. "There's always a good story there, but we want to cover stories in other places, too." whenever a story justifies it, *News of Tomorrow* will bring in a correspondent from abroad.

The last 30 seconds are turned over to local stations for local weather forecasts and sign-offs.

Mr. Madigan's plan is to give listeners a 15-minute show not unlike their local newspapers. Reaction of ABC affiliates has been enthusiastic, says Mr. Madigan. Although *News of Tomorrow* aired at a time traditionally reserved for local news programs, many ABC stations prefer the network show. On weekdays when *News of Tomorrow* is broadcast no further west than Denver, an average of 40 stations uses it, and on weekends when Pacific Coast stations are offered a repeat broadcast at 11-11:15 p.m. PST, the average goes up to 50.

Coast Special

The Pacific Coast show is the same as the earlier broadcast, except for the first five-minute bulletin period. "In three hours bulletin stuff can go awfully flat," says Mr. Madigan. "So the first period for the Pacific Coast is rewritten from late news in Hollywood. But the nine-minute pickup period recorded from the earlier broadcast is repeated."

Local stations which reject the first five-minute period may, he points out, sell the local news spot which they substitute. Last week the network was reported to have had a nibble by a sponsor interested in buying the whole program.

Radio as Potent Peace Force Seen by Taylor

SPEAKING in Chicago before the Investment Bankers Assn. March 19, Henry J. Taylor, radio and newspaper correspondent said he believed radio would play one of the most important parts in the UN and in world security.

He said radio will be a primary factor in keeping world peace because it is a fast way of communication and because during the war people of foreign nations had become accustomed to looking to radio for the facts. Mr. Taylor added that one of the first things the UN should do is to appoint one person to correlate and head all radio broadcasts.

WSTV LABORATORY

Steubenville Station to Aid Engineers, Students

AN EXPERIMENTAL radio laboratory for use of its own engineers and for training technicians will be constructed by WSTV Steubenville, Ohio, in conjunction with expansion of transmitter housing facilities to accommodate FM and television.

With a transmitter staff composed of war veterans, who were assigned to radio duty in the armed services, WSTV will place the laboratory at the disposal of its staff. Joseph M. Troesch, technical director, said the plan also contemplates making the laboratory available for study to men in the community who are interested in radio and electronics.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

HOW GOOD IS IT

HERE'S THE ANSWER — ESSENTIALLY FREE FROM ALL WOW

HERE'S THE ANSWER — RUMBLE IS 45 DB BELOW MAXIMUM RECORDED LEVEL

HERE'S THE ANSWER — SPEED REGULATION HELD TO 1/2 OF 1% AT 78 AND 33 1/2

HERE'S THE ANSWER — MEETS ALL N.A.B. STANDARDS

FOR THE PLAYING OF BOTH VERTICAL & LATERAL TRANSCRIPTIONS

The New

REK-O-KUT

Model

"G"

Transcription Turntable

$99.50 NET

HAS ALL THESE EXCLUSIVE FEATURES:

1. A machined cast iron base resting upon three points, eliminates twisting when it is fastened to a panel or table.
2. Self oiling turntable shaft, turntable bearing, idler and motor bearings reduce maintenance to a minimum.
3. Sheer rubber mounts used for the motor suspension to dissipate vibration.
4. Cue-ing: An easier and more positive method for cueing is pioneered by REK-O-KUT through the use of a 15½" diameter turntable. This allows the record to overlap ¼". The operator can now hold the disc by applying pressure to the disc rim rather than to the face.
5. The use of Neopreme Idlers and a formica motor brush assures long wear and positive drive.

SPECIFICATIONS:

Speed—33 1/3 and 78 rpm.

Equipment—Consists of aluminum turntable, two idlers, constant speed motor mounted on a cast iron base, ready for instant operation.

Finish—Gray.

Weight—20 lbs.

Prices Subject to Change Without Notice

REK-O-KUT COMPANY

146 GRAND STREET NEW YORK 13, N. Y.
Export Division: MORHAN EXPORT CO. • 458 Broadway, New York 13, N. Y.

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LOS ANGELES
LONG BEACH
Market
Keeping pace are KGER'S alert programming and public service
★
5000 WATTS—Full Time
KGER
Represented Nationally by
JOSEPH HERSHEY McGILLVRA Inc.
New York Chicago San Francisco

An All-Time Favorite
DEEP IN THE HEART OF TEXAS
Published by
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580 Fifth Ave., New York 19, N.Y.

WCKY
the 50,000 watt voice of Cincinnati

COME AND GET IT says... MR. REDDY CASH
"Ready buyers" await your message in the heart of the world's largest oil field.
— KFRO influences buying habits of 500,000 people.
• American
• Mutual
KFRO
LONGVIEW, TEX
VOICE OF EAST TEXAS

ROBERT E. SUMMERS, research economist with Vick Chemical Co., New York, has been named head of program research, listener preference surveys and program ratings for WFAA Dallas, Tex. For two years he was a member of the Office of Radio Research under Dr. Paul Lazarsfeld, assisting on FCC monopoly hearing exhibits in newspaper-radio field. He also had been with National Association of Manufacturers as assistant promotion director and with Opinion Research Corp. as field supervisor on public opinion surveys.

ROBERT CROFT, assistant purchasing agent for WBBM Chicago, has been appointed sales service manager to succeed **ROLF WARNER**, resigned. For four years in the Army and overseas as glider pilot, Mr. Croft was formerly with CBS.

WILL YOLEN, director of special events and promotion manager of Warner Bros. Pictures Inc., New York, is to join WNEW New York as chief of press and public relations, effective next month. Mr. Yolen served with OWI on the staff of the American Broadcasting Station in Europe during the war.

CHARLES GODWIN, assistant station relations director for Mutual, is on a two-week midwestern trip, visiting Minneapolis, Grand Rapids and Chicago.

EUNICE (Liz) PARKER has joined ABC Hollywood publicity staff.

JAMES COCHRAN, promotion director of WSPD Toledo, Ohio, is the father of a girl.

BERNIE KOZBERG, discharged from the Army, has joined the WMT Cedar Rapids, Iowa, promotion department to handle station's merchandising and publicity.

COMMERCIAL RADIO PREDICTED FOR UK

COMMERCIAL radio will become a reality in England within the next two years, opines Leslie Mitchell, British radio and newsreel announcer, producer and commentator.

Stressing that he spoke as an individual, Mr. Mitchell, who is in New York taking a look at American radio and television, said he believes that television will prove too expensive to be financed by fees on receiving sets, from which the BBC, which operates all radio in Britain, derives support.

Television, to be resumed by BBC in May on the prewar standard of 405 lines, will sooner or later be opened for commercial sponsorship to help defray its costs, Mr. Mitchell believes.

Mr. Mitchell pointed out that £50 ($200) is the top fee paid for a half-hour broadcast by BBC at present, with television rates somewhat under that. Commercial competition, he feels, will improve both the financial situation for the workers in radio and also the quality of the entertainment.

KMTR Now KLAC

AUTHORITY for KMTR Los Angeles to change call letters to KLAC was granted by the FCC on March 7, the Commission announced last Tuesday. The change followed purchase of approximately 95% interest in the station by Mrs. Dorothy Thackrey, owner of KYA San Francisco and WLIB New York and publisher of the *New York Post*, who paid around $300,000 for holdings of Marilynne Dalton Alcorn and others [BROADCASTING, Feb. 25].

Promotion

Jane Barton Doll

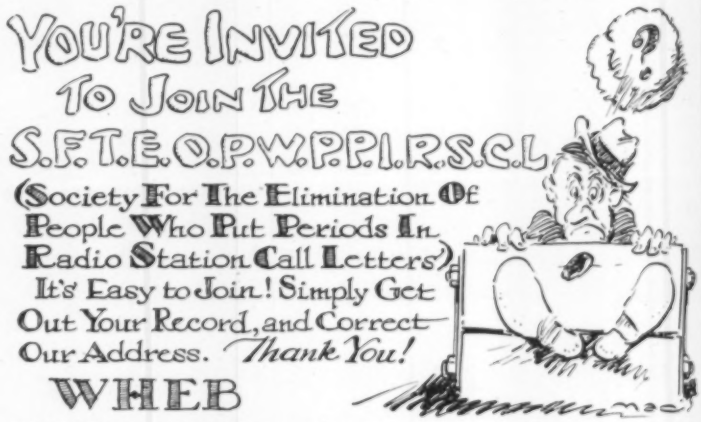
RESUMPTION of Jane Barton publicity organization in New York with return of firm's head from service in the Waves was announced last week by distribution to the trade of a plaster-of-paris Wave doll carrying a seabag in which promotion message was contained. Story of Miss Barton's war service, the return of her clients and other news was related in long typewritten column reproduced by photostat. Line drawings highlighted points of interest.

WHBF Column

WHBF Rock Island, Ill., has started its own weekly radio column, "WHBF Air News," in four Tri-City papers. Written by Fern Hawks, WHBF publicity director, column features personality items, notes on local programs and news of network shows.

WISE Folder

TITLED "A Word on WISE Is Sufficient," WISE Asheville, N. C., has prepared file-size folder on western North Carolina business and market data. Coverage map is included.


YOU'RE INVITED
TO JOIN THE
S.F.T.E.O.P.W.P.P.I.R.S.C.L
(Society For The Elimination Of People Who Put Periods In Radio Station Call Letters)
It's Easy to Join! Simply Get Out Your Record, and Correct Our Address. Thank You!
WHEB

INDUSTRY service and promotion are combined in this card mailed by the Portsmouth, N. H., station. Piece is postcard styled.

Public Interest Review

BOOKLET titled ". . . in the public interest . . ." has been distributed by WLAC Nashville to show its service during the past year. Prefaced by policy statement of "We believe radio must fulfill its obligation to accept leadership in matters pertaining to the 'public interest, convenience and necessity'," booklet reviews manner in which WLAC has aided "relief of suffering humanity in a war-torn world," disseminated "the news quickly, accurately and unbiased," provided "an outlet for expression by the folks at home," sped "the solution of major community problems," and other related service activities.

WMAL Caricatures

LOBBY display panels of WMAL Washington currently contain original caricatures of station and ABC personalities, drawn by Bill Willison, WMAL promotion manager recently released from AAF. Sketches are drawn from photographs.

Steel Tape

POCKET steel measuring tape is being given to clients by KDYL Salt Lake City as promotion stunt. Tape box bears label which reads "Measure your advertising dollar any way you like, KDYL as Utah's popular NBC station, is your best buy."

NBC Ticket Desk

USO Radio Ticket Desk located in NBC Hollywood lobby since February 1942 closed in mid-March after distributing over a million and a half tickets for audience shows. Network has opened its lobby desk to handle both civilian and armed forces requests.

Client Service

PROMOTION folder released by WHN New York client service informs drug, food and confectionery wholesalers in New York area that Warrens Mint Cocktail Gum advertising on station "blends audiences just as gum blends mint flavors." Gum company participates on three WHN shows, "Gloom Dodgers," "Sports Final" and "Robert Q. Lewis."

Feature Sketches

TWICE-WEEKLY series of sketches and biographies of CBS personalities is being run by WTAG Worcester, Mass., beside radio log of Worcester Evening Gazette. Titled "For Your Radio Album," feature started this month. Sketches are done by Philip R. Jasen, WTAG publicity-promotion director.

Postcards on BMI

FOLLOWING up announcement of its "BMI Pin Up Platter" [BROADCASTING, March 18], Spot Sales, New York, is sending oversize postcards to BMI member stations. Each card presents a reproduction of the records' blue and white label plus a one-sentence sales message.

KCMO Letter

KCMO Kansas City has completed mailing of letter to all fields in greater Kansas City area announcing the grant of 50,000 w day and 10,000 w night to the Kansas City ABC outlet. Construction starts immediately, letter states.

Program Pamphlet

PAMPHLET listing complete program schedule of the week, enlivened by pictures of feature artists, is being issued by KXOK St. Louis.

Audition Announcement

CARDS announcing the audition of "Youthville, U. S. A." on WABC New York March 21, 11:30 p.m., have been distributed by Carr & Stark, radio-television production firm.

WCAE Blotters

BLOTTERS on which individual sales messages of WCAE Pittsburgh sponsors may be imprinted are being used by station as program merchandising feature.

Herrick to Speak

DWIGHT B. HERRICK, manager of NBC Public Service Dept., April 6 will speak on "The Community and the Local Radio Station" at the luncheon meeting of the New Jersey Radio Council, Trenton. April 8 he will address members of The Listening Post, Federation of Protestant Welfare Agencies at Finch College, New York, on "Education and Public Affairs Programs at NBC."

PROFESSIONAL DIRECTORY

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Consulting Radio Engineers
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Consulting Radio Engineer
1909 Eye St., N.W. Executive 3521
Washington 6, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

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Atlanta, Ga. ATwood 3328

ANDREW CO.
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363 E. 75th St. CHICAGO 19
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1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

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WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
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1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

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EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE 1930
COLORADO BUILDING • WASHINGTON, 5, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

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Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
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John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
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CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
631 Pennsylvania Ave. N.W.
Washington 1, D. C.
Executive 3960

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A M M
NATHAN WILLIAMS
Allocation & Field Engineering
Ph: Blackhawk 22
20 Algoma Blvd.
Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

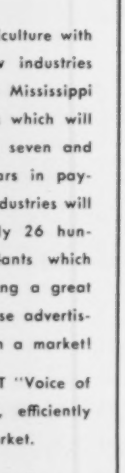
N.B.C.

Million - Dollar
MOMENTUM

Under the Balance Agriculture with Industry Act, 22 new industries have been brought to Mississippi in the past 18 months which will provide the state with seven and a quarter million dollars in payrolls annually! These industries will swell the approximately 26 hundred manufacturing plants which are at present producing a great variety of products. Wise advertisers know millions mean a market!

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI



Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS

WSPA

SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery

PUBLIC SERVICE series dramatizing importance of the U. S. Army in peacetime "Warriors of Peace," begins on ABC March 31 in Sun. 2-2:30 p. m. period. ABC's director of public service, Robert Saudek, said program would point out Army's contributions to science, medicine, transportation, engineering and other aspects of peacetime U. S. life. Leading theatre stars and high-ranking Army officers will appear on the programs.

WOR Bride Show

SERIES of weekly recorded programs started March 16 on WOR New York titled "Married for Life," Sat. 9:30-10 a.m. Sustainer dramatizes stories of how young couples met and married and provides gifts for the bride and groom.

Parent-Teachers

WMBG Richmond, Va., in cooperation with local Parent-Teacher Assn., is presenting a weekly series of public interest programs in which representatives of the association discuss problems facing school children of the city and methods which they are using to remedy them. Speeches made by visiting dignitaries are now wire-recorded by WMBG for highlight rebroadcast on late-evening news program. More important speeches are accorded more air time in available periods.

Theatre Discussions

WEEKLY program presenting stars and theatrical apthorities in discussion of the stage starts March 25 on WLIB Brooklyn under title "The American Theatre." Series will be heard Tues. 2:15-2:30 p.m.

WDRC Sports Series

NEW SPORTS program, "Spotlight on Sports" with Dean Luce as commentator, starts on WDRC Hartford, Conn., March 25 and will be heard Monday through Friday 6:15 p.m.

Song Titles

LISTENERS participation show, "Song Title Time," has started as weekly quarter-hour program on WGN Chicago under sponsorship of Salerno Megowan Biscuit Co., Chicago. Listeners submit ideas for a title for new song, the best winning cash prize and percentage of royalties on new number. Agency is Schwimmer & Scott, Chicago.

Discussion Series

IN KEEPING with its policy of programs dedicated to public interest, WBBM Chicago begins new discussion series "A Time For Decision" April 1, 11:05-11:30 p.m. (CST). Designed to air opposing views on outstanding problems related to residents of the Middle West, program is presented under auspices of Chicago Junior Chamber of Commerce.

HENRY MORGENTHAU, former Secretary of the Treasury, March 31 will start a series of weekly commentaries on public affairs over WIBG Philadelphia, Sun. 11-11:15 p.m.

Electronics Section

NEW Electronics Section has been set up in the Ordnance Development Division of the Bureau of Standards to handle general electronics research and engineering. An electronic instrumentation service is being offered. In charge of section is Dr. Robert D. Huntoon, expert consultant to the Secretary of War, and formerly in tube research work at Sylvania Electronic Products.

PROGRAMS TRADED

Three-Way Transcription Exchange Is Arranged

WHAT is believed to be the first exchange of programs on a transcription basis has been arranged between WGN Chicago, and WIP, MBS Philadelphia outlet, and WHTD Hartford, Conn.

Miss Myrtle Stahl, producer of *Northwestern Reviewing Stand*, public service feature originated on Mutual by WGN, said program will be exchanged for *U. of Pennsylvania Forum* and *Connecticut Forum*.

"The aim of exchange of programs is to bring these excellent discussions to the ears of more listeners," Miss Stahl said, "since many of the important speakers in the East can afford to give their time only once to such an undertaking." First of the exchange programs was heard March 17 on WGN.

PROGRAMS

Sales Club

Sales Club, program dramatizes veteran agency cases.

Afternoon Series

DESIGNED to "catch the easy goin' mood of mid-afternoon listeners," KIDO Boise, Idaho, has started a new program "Time Out," featuring recorded and transcribed music and "a story of life with a little 'L'."

WNOX Adds Two Features

PATTERNED after Hollywood air columns, new Saturday morning quarter-hour program has been started by WNOX Knoxville, Tenn., featuring news of radio stars and CBS promotion recordings. Station also has started weekday after-school parties for junior and senior high school students. Broad-

DuPONT AWARDS WINNERS received the congratulations of industry notables at the presentation dinner of the Alfred I. duPont Foundation in New York's St. Regis Hotel. They are (l to r): Merlin H. Aylesworth, former president of NBC; Mark Woods, president of ABC; Lowell Thomas, NBC reporter and winner of the commentator award; Frank Stanton, president of CBS; Niles Trammell, president of NBC; Brig. Gen. Luther Hill, executive vice president of Cowles Broadcasting Co., representing WNAX Yankton, S. D., winner of the small sections award; A. W. Robertson, chairman of the board of Westinghouse, representing KDKA Pittsburgh, winner of the large stations award; Dr. Francis P. Gaines, president of Washington and Lee U. and president of the Assn. of College Presidents. Seated are Mrs. Alfred I. duPont and Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs.

WSPA Open Forums

SERIES of open forums on topics of community interest is being broadcast by WSPA Spartanburg, S. C., as Thursday evening half-hour program, "Spartanburg Speaks." First program March 14, "A New Hotel for Spartanburg," created such interest WSPA arranged special program outside regular series last week to consider city's most controversial subject, "Sunday Movies for Spartanburg."

Signs Mystery Writer

FRANK GRUBER, radio-film mystery writer, has signed contract giving NBC exclusive radio rights to his mystery novels featuring Johnny Fletcher. Audition record for package sales consideration has been made with Albert Dekker in title role and Mike Mazurki as Sam Cragg. John Kraft writes radio adaptation.

Hoover Award

HENRY GLADSTONE, quizmaster on the WOR New York "Ask Dr. Eddy" program, Mon.-Fri. 4:30-5 p.m., has offered the Herbert Hoover Award, a $25 war bond, for the best food-saving menu created by a member of the home economics classes in the metropolitan public schools during the month of April.

On Home Construction

PROGRAM titled "You Can Build A Home" has started on KXOK St. Louis in Monday 9:30 p.m. period. To run for 13 weeks, program is presented in cooperation with the St. Louis Builders Congress. Questions relating to housing shortage problems are answered by participating members of the Congress.

Veteran Cases

PROGRAM designed to offer direct aid in re-establishing veterans to community life, "Veterans' Service Hall of Fame," has begun on KFOX Long Beach, Calif. Produced by KFOX department of public affairs in collaboration with Long Beach Advertising and cast portion of party centers on spelling bee, current affairs questions with small gifts awarded as prizes. Weekly grand prize is radio or similar award.

New MBS Musical

NEW VARIETY program emphasizing music and light entertainment, titled "Endorsed by Dorsey," March 20 became a regular weekly feature on MBS, Wed. 10-10:30 p.m. Featuring Tiny Ruffner as m.c., show is under supervision of Tommy Dorsey, director of popular music at WOR New York [BROADCASTING, March 11].

Racket Expose

DRAWING on files of Los Angeles police department for material, KECA Hollywood has started weekly quarter-hour public service program, "Uneasy Money." Narrative series exposes workings of various money rackets.

Service Announcements

WNYC, New York municipal station, is sending the city's other broadcasters each week a packet of 20-second public service announcements covering civic matters, appeals for charities, recruiting for armed forces, veterans' service and tolerance.

Tele Drama Series

NEW SERIES of four half-hour television dramas featuring Broadway stage players was begun by ABC over WRGB Schenectady March 20. Called "ABC Tele-Theater," series started with "The Devil on Stilts," starring Beverly Roberts.

WBBM Open House

AUDIENCE - PARTICIPATION series, "Hi Neighbor," was started by WBBM Chicago last week in Monday through Friday 2:15-2:30 p.m. period. Quarter-hour show is an open house for ladies.

CKOC Preview

CKOC Hamilton, Ont., has started a new weekly hour program "This Is CKOC" to acquaint its audience with programs scheduled for coming week.

Survey

(Continued from page 18)

and by 34% "without trouble" at night.

8. The median number of Class I-B stations heard by householders in secondary areas is 0.4 during the day and 0.5 at night. No Class I-B stations are heard by 61% of the householders during the day and by 54% at night. One Class I-B station is heard by 31% during the day and by 33% at night.

9. The median number of Class I-B stations heard "without trouble" is 0.3 during the day and 0.4 at night. Twenty per cent hear one station "without trouble" during the day and 26% hear one station "without trouble" at night.

10. The median number of both Class I-A and Class I-B stations heard by the householders is 1.2 during the day and 1.7 at night. The number of such stations heard "without trouble" is 0.6 during the day and 1.1 at night.

11. The median number of Class II stations heard in secondary areas is 0.4 both day and night. The number heard "without trouble" is 0.3 both day and night.

Regional Reception

12. The median number of regional stations heard in secondary areas is 1.5 during the day and 1.2 at night. The number heard "without trouble" is 0.9 during the day and 0.6 at night.

13. No regional stations are heard during the day by 19% of the householders in the secondary service areas and none is heard at night by 26%. One station is heard during the day by 30% and during the night by 36%. Two stations are heard during the day by 29% and during the night by 24%.

14. The median number of local stations heard in the secondary service areas is 0.5 during the day and 0.4 at night. The number heard "without trouble" is 0.4 during the day and 0.3 at night. Only one-third of the householders are able to hear one or more local stations during the day "without trouble" and 19% can hear one or more at night "without trouble."

15. No local stations are heard by 51% of the householders during the day and by 63% at night. One local station is heard by 37% of the householders during the day and by 31% at night.

Daytime Coverage

Reporting on the specific Class I-A stations heard in the secondary areas, the survey shows that during the daytime the stations which can be heard by most householders are WSM Nashville, WFAA Fort Worth, WSB Atlanta, WLW Cincinnati, WHAM Rochester. At night, the leading five are WSM WLW WFAA WGN Chicago, WSB.

The Class I-A stations which can be heard by the most householders in secondary areas "without trouble" during the day are WFAA WHAM WSB WBAP WJR Detroit. The leaders in this category at night are WSM WFAA WSB WLW WOAI San Antonio.

The survey also provides similar information on specific Class I-B and Class II stations.

In a preface to the first reports on the findings of the interview survey, it was explained that "the conduct of the survey and preparation of tabulations have been the exclusive responsibility of the Bureau of the Census." To carry out the purpose of the survey which was "designed to provide information on the adequacy of radio service in the outlying parts of the country remote from large metropolitan centers," the Bureau covered 1,040 counties in five regions.

Three Types

These counties include three broad types: those without primary service both day and night, those with primary service only during the day, and, for comparative purposes, a number of counties with primary service both day and night.

The Bureau sent 1,000 mail questionnaires to each of 500 areas, except those where the total number of families was less than 1,000. Arrangements were made with postmasters in towns selected at random in each of 518 counties or combinations of counties to distribute mail questionnaires among box holders in post offices and among persons living on rural delivery routes.

The personal interview phase of

(Continued on page 92)

TABLE 15

HOUSEHOLDS REPORTING SPECIFIC CLASS 1A STATIONS HEARD AND PERCENT HEARING THESE WITHOUT TROUBLE

TOTAL—ALL AREAS

	Households reporting stations heard during			
	DAY		NIGHT	
Call letters	Total number	Percent hearing WITHOUT trouble	Total number	Percent hearing WITHOUT trouble
KDKA	52,589	69%	62,348	74%
KFI	17,272	9	35,245	66
KMOX	86,735	63	76,682	72
KSL	50,857	35	84,399	72
WABC	16,389	38	22,052	49
WBAP	87,735	75	83,297	88
WBBM	15,658	27	21,789	62
WBZ	74,217	65	78,315	71
WCAU	11,897	68	12,987	67
WCCO	60,375	64	62,979	72
WEAF	37,580	27	50,383	52
WENR	18,071	39	28,074	54
WFAA	147,812	76	150,818	90
WGN	72,498	40	149,117	58
WHAM	109,696	84	100,154	74
WHAS	48,327	23	68,700	47
WHO	37,003	67	70,939	83
WJR	76,364	83	85,206	87
WLS	59,704	50	80,759	64
WLW	121,203	37	158,702	62
WMAQ	17,418	65	20,485	74
WOAI	49,935	42	113,044	79
WSB	139,937	60	135,948	75
WSM	176,814	35	362,475	68
WTAM	1,680	21	6,664	94
WWL	46,686	41	82,596	77

TABLE 16

HOUSEHOLDS REPORTING SPECIFIC CLASS 1B STATIONS HEARD AND PERCENT HEARING THESE WITHOUT TROUBLE

TOTAL—ALL AREAS

	Households reporting stations heard during			
	DAY		NIGHT	
Call letters	Total number	Percent hearing WITHOUT trouble	Total number	Percent hearing WITHOUT trouble
KFBK	3,820	47%	6,697	60%
KGA	9,824	21	9,295	24
KIRO	1,562	2	7,156	65
KNX	24,824	17	48,882	70
KOA	90,523	61	124,323	81
KPO	37,899	32	52,236	75
KRLD	35,831	48	49,781	77
KSTP	16,842	34	15,967	61
KVOO	82,020	79	68,102	80
KWKH	47,925	81	45,786	87
KYW	4,740	81	4,188	78
WBAL	19,649	35	15,641	60
WBT	158,868	63	176,556	76
WCFL	508	66	647	51
WCKY	2,310	0	2,496	43
WGY	49,060	38	48,714	51
WJZ	79,591	36	104,306	48
WKBW	26,569	49	14,729	45
WLAC	3,616	38	7,467	73
WOR	62,402	44	149,942	44
WOWO	576	3	557	0
WRVA	40,099	63	37,266	72
WTIC	11,195	30	10,721	48
WTOP	415	100	885	100
WWVA	37,985	56	62,494	59

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Survey

(Continued from page 91)

the survey, which complements the mail survey, was carried out late in June and early in July in a sample of 85 counties representing 673 counties or county combinations. A total of 7,709 interviews was conducted and 93,002 mail questionnaires were returned.

Five Broad Types

In planning the survey, Committee 4 set out to obtain five broad types of information (1) number and class of stations heard during day and at night and whether they are heard with or without trouble; (2) stations listened to most during day and at night and those listened to most for farm programs; (3) types of trouble encountered in hearing stations; (4) whether there is any time of day or season of year when stations are not heard; (5) hours when radios are turned on in morning and off at night.

The mail survey included questions on ownership of radio, condition, time turned on and off, stations heard, stations listened to most, whether householders listen to farm programs, whether householder lives on farm.

The personal interview survey included all questions in the mail survey, plus reasons for listening to stations heard most, whether at least one station can be heard at all times, type and condition of radio, and household characteristics, including race, occupation, industry and education of head of household and age-sex composition of household.

The purpose of the interview survey, the preface explained, was to provide data "of known dependability for a group of sample areas," to "show the nature of the biases in reporting, if any, in the responses to the mail questionnaires," and to obtain information on questions not feasible in the mail survey.

The first tabulations from the interview survey comprise 20 sets of tables giving the breakdown of stations heard by regions, classes, and specific Class I-A, I-B, and II stations. These tabulations contain approximately 500 tables.

When the full reports from both the interview and mail phases of the survey are completed, it is estimated, the material may embrace 50,000 tables.

Program Guide

PROGRAM guide now is being distributed regularly to listeners by KIDO Boise, Idaho, to acquaint them with station's community service features.

Screen Corwin Play

SCREEN VERSION of Norman Corwin's radio play, "Mary and the Fairies," will be produced late this year or in early 1947 by Charles Feldman and Mr. Corwin. Script is virtually completed according to Mr. Corwin, who will direct film after return from his round-the-world trip as winner of Wendell Wilkie "One World" award.

TABLE 17

HOUSEHOLDS REPORTING SPECIFIC CLASS II STATIONS HEARD AND PERCENT HEARING THESE WITHOUT TROUBLE

TOTAL—ALL AREAS

	Households reporting stations heard during			
	DAY		NIGHT	
Call letters	Total number	Percent hearing WITHOUT trouble	Total number	Percent hearing WITHOUT trouble
KEX	1,671	19%	2,675	61%
KFAB	44,031	58	34,787	53
KFAR	....	..	347	100
KFBI	4,551	33	2,405	42
KFEQ	6,277	37	710	51
KFUO	400	0	....	..
KFVD	27	0	....	..
KGDM	972	58	1,671	69
KGGF	1,943	42	1,012	60
KGO	21,857	26	24,172	44
KLCN	69,316	78	30,195	45
KLRA	46,743	56	27,794	58
KMMJ	74,346	68	58,335	63
KMPC	24	0	461	100
KOAM	6,728	63	2,107	81
KOB	19,182	61	21,622	86
KOMA	4,754	45	2,392	74
KOMO	2,863	11	7,181	41
KOWH	1,392	25	1,256	5
KPAS	27	0	27	100
KQW	2,776	19	5,848	28
KSKY	6,508	50	2,753	69
KSOO	18,628	92	2,432	100
KTHS	36,553	55	26,169	77
KTRB	617	0	27	0
KTRH	268	0	544	100
KUOM	490	71	141	0
KXEL	97	100	....	..
KXL	82	100	456	40
WAIT	2,258	100	19	100

TABLE 17

HOUSEHOLDS REPORTING SPECIFIC CLASS II STATIONS HEARD AND PERCENT HEARING THESE WITHOUT TROUBLE—Continued

TOTAL—ALL AREAS

	Households reporting stations heard during			
	DAY		NIGHT	
Call letters	Total number	Percent hearing WITHOUT trouble	Total number	Percent hearing WITHOUT trouble
WAPI	61,523	43%	49,557	55%
WBZA	2,260	88	6,611	95
WCAL	1,003	65	1,003	65
WCAR	1,184	57	510	0
WDGY	6,083	46	3,089	54
WDZ	2,351	28	....	..
WEW	648	100	648	100
WGAR	....	..	1,155	100
WHCU	6,829	73	8,865	88
WHDH	12,957	62	13,421	59
WHEB	15,101	85	6,415	87
WHN	3,832	23	6,519	21
WJAG	4,383	51	766	45
WJJD	35,951	15	81,489	38
WJW	347	0	....	..
WKAR	20,895	76	6,943	65
WMAZ	22,417	58	11,056	37
WMBI	576	50	2,778	100
WMEX	5,529	48	3,851	31
WNAD	808	75	....	..
WNOX	29,187	11	27,546	52
WNYC	138	0	138	0
WOI	2,667	95	620	100
WPAG	885	100	....	..
WPTF	95,851	56	79,882	63
WQXR	3,440	0	2,505	0
WRUF	4,261	46	2,029	64
WSBA	6,612	12	3,146	50
WSON	3,531	25	892	100

WU Rate Proposals

HEARING on a petition of Western Union Telegraph Co., for "adjustments" in its domestic interstate rates was ordered by the FCC last Wednesday to start April 29. Claiming its operating revenue will be approximately $19,251,000 short of operating expenses for 1946 because of wage increases awarded by WLB, Western Union filed the petition Monday, proposing the following changes:

Elimination of the 20% differential between U. S. Government and regular commercial rates; "not more than 10%" increase in charges for message services and for press; 10% increase in Commercial News Dept. charges; increased rates for money orders over $25; establishment of night letter rate schedule with charges more directly related to distance; elimination of "tourate" and "longram" classifications; discontinuance of practice of forwarding messages beyond original destinations without additional charge. WU said similar adjustments in intrastate rates would be sought upon Commission approval of the requested interstate changes.

Engineers

(Continued from page 20)

Chicago; Atkinson, Station WHIZ Zanesville, O.; Aziz, S. A., U. of Illinois, Urbana.

B

Bailey, Stuart L., Jansky & Bailey, Washington; Baker, C. W., KLPM Minot, N. D.; Baker, William, Rogers Radio Bcstg. Co., Toronto, Ont.; Balling, Alfred W., WHAM, Stromberg-Carlson Co., Rochester; Barber, H. W., General Electric Co., Schenectady; Barbuiesco, C. D., Antioch College, Yellow Springs, O.; Batcher, Ralph R., Electronic Industries, New York; Bauer, Fritz, KWTO Springfield, Mo.; Beard, Harold, WCOL Columbus; Begun, S. J., Brush Development Co., Cleveland; Bell, Allen, The Evening Leader, Corning, N. Y.; Belle Isle, A. G., Central New York Bcstg. Co., Syracuse; Bellinger, A. L., WSB Atlanta; Beville, Ross H., WWDC Washington; Biederman, Les, Midwestern Bcstg. Co., Traverse City, Mich.; Bigwood, R. F., Federal Telephone & Radio Co., Newark, N. J.; Bliesner, Carl, WREN Bcstg., Lawrence, Kan., Bloecker, W. E., American Tel. & Tel. Co., New York; Bloomer, Thomas M., Westinghouse, Baltimore, Md.; Bockoven, L. F., Western Electric, New York; Bonham, Walter, Signal Corps, Camp Coles, Red Bank, N. J.; Boone, K. Milton, Dept. Elec. Eng., O. St. U., Columbus; Bopp, C. C., Crosley Corp., Cincinnati; Born, Leo W., Lee Radio Inc., KGLO Mason City, Iowa; Bostaph, Paul E., WFAA-KGKO Dallas, Tex.; Boundy, Glenn G., The Fort Industry Co., Washington; Boyer, Earl D., O. St. U. Research Foundation, Columbus; Boyter, Robert, Federal Tel. & Radio Co., Oak Park, Ill.; Bowman, J. Y., General Electric, Schenectady; Boykin, John R., Westinghouse, Baltimore; Brasseur, M., Westinghouse, Chicago; Briggs, M. R., Westinghouse, Baltimore; Briggs, R. F., Graybar, Cleveland; Broughton, W. G., GE, Schenectady; Brown, Harry L., WAGA Atlanta; Brown, George H., RCA Laboratories, Princeton, N. J.; Brown, J. S., Andrew Co., Chicago; Brown, Merrill H., Western Electric, Los Angeles; Bryan, William J., WMAZ Macon, Ga.; Burrows, Charles R., Cornell U., Ithaca, N. Y.; Buzalski, T. J., National Bcstg. Co., New York.

C

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D

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E

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F

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I

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L

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O

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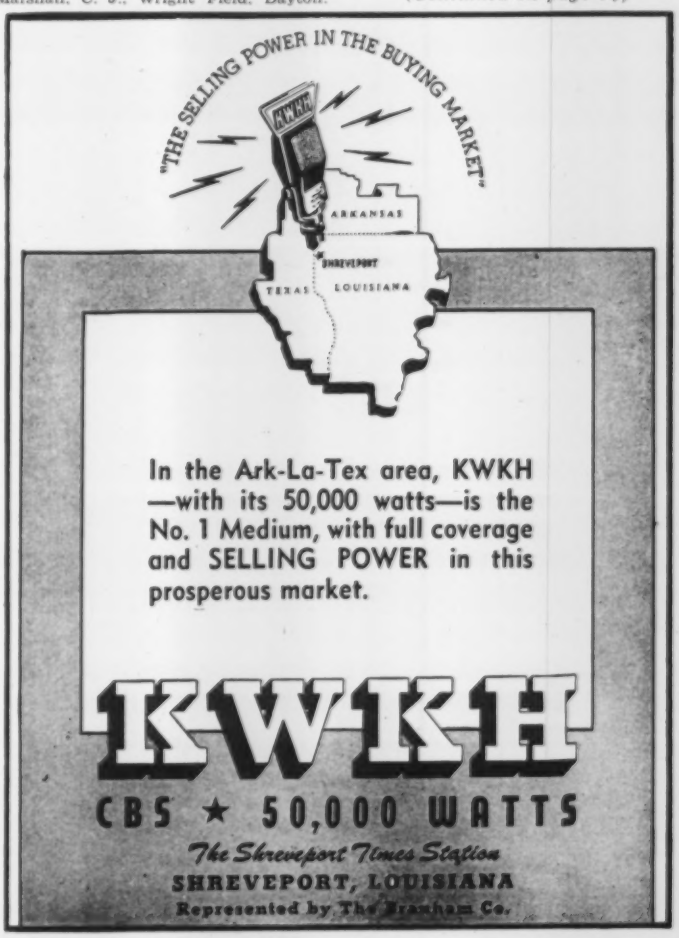
(Continued on page 94)

Col. Kent Returns

COL. Harold W. Kent, out of the Army after five years' active duty, has returned to his civilian post, director of the Radio Council, Chicago Public Schools, and head of WBEZ, public school station. He has been retained, however, as expert consultant to the Secretary of War on educational matters and will make fortnightly trips to Washington. Col. Kent, a veteran reserve officer, was called to active duty as a captain early in 1941 and subsequently assigned to Office of the Secretary as education liaison officer.

Col. Kent



In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Engineers

(*Continued from page 93*)

Schenectady; Peterson, H. O., RCA Labs., Riverhead, N. Y.; Phillips, Thomas Jr., WKPT Kingsport, Tenn.; Pierce, R. M., WGAR Cleveland; Plotts, E. L., WIND WAIT WGES Chicago; Powell, Ralph C., Presto Recording Corp., New York; Pratt, Dana, RCA, Camden; Pratt, Roy W., Central Bcstg. Co., Des Moines; Purcell, W. J., WGY Schenectady.

R

Ratte, Bruce H., Westinghouse WOW WOW-FM, Ft. Wayne; Redick, S. A., O. S. U. Research Foundation, Columbus; Reed, Oscar W. B. Jr., Jansky & Bailey, Washington; Rennaker, Russ, Fed. Tel. & Radio, Chicago; Renne, H. S., Radio-Electronic Eng., Chicago; Richards, K. W., American Tel. & Tel. Co., New York; Richards, N. J., WISN Milwaukee; Rife, Wayne, E., O. S. U. Research Foundation, Columbus; Robson, Henry, Dept. Elec. Eng., O. S. U., Columbus; Romander, Fed. Tel. & Radio, San Francisco; Romnes, H. I., American Tel. & Tel. Co., New York; Rowe, Tom, WLS Chicago; Roye, H. R., RCA Victor Div., Indianapolis; Roy, W. N., WHBQ Memphis, Tenn.; Ryan, Elwood, Inter. Detrola Corp., Detroit.

S

Sadler, L. Stanley, WIBU Madison; Sawyer, Roger E., Lee Radio Inc., KGLO Mason City, Iowa; Scarr, H. F., WE, New York; Schaibe, Elmer H., Jansky & Bailey, Washington; Schlegel, R. A., WOR Recording Studios, New York; Schmatt, Gaylord, Collins Radio, Cedar Rapids, Iowa; Schenisser, Kurt R., KLA Labs. Inc., Detroit; Schreyer, Theodor E., NBC, Chicago; Schroeder, R. J., May Bcstg. Co., Shenandoah, Iowa; Scheldorf, M. W., GE, Schenectady; Schultz, James, WCAE Pittsburgh; Schumann, Fred, Vanderbilt U. and WSIX Nashville; Shelby, Robert E., Natl. Bcstg. Co., New York; Sherman, John M., WTCN Minneapolis; Shopen, F. E., KOWH Omaha, Neb.; Shropshire, A. W., WSB Atlanta; Seid, Frederick C., Radio Eng. Labs. Inc., New York; Shelton, Aaron, WSM Nashville; Sigmon, Lloyd C., KMPC Los Angeles; Silver, M., Fed. Tel. & Radio, Nutley, N. J.; Sinclair, D. B., General Radio Co., Cambridge, Mass.; Sinclair, David G., Northwest Bcstg. Co., Fort Dodge, Iowa; Sinclair, George, O. S. U. Research Foundation, Columbus; Singer, Charles H., WOR New York; Sinnett, Robert J., WHBF Rock Island, Ill.; Sliker, K. L., Ohio Bcstg. Co., Canton; Sloan, Charles B., Crosley Corp., Cincinnati; Sloan, F. M., Westinghouse, Philadelphia; Smeby, Lynne C., Office of the Chief Signal Officer, War Dept., Washington; Smith, Alvin H., KSCJ Sioux City; Smith, C.E., United Bcstg. Co., Cleveland; Smith, Cecil E., Oklahoma A. & M. College, Stillwater; Smith, D. H., Graybar Electric Co., New York; Smith, J. W., Collins Radio Co., Cedar Rapids; Smith, P. H., Bell Tel. Labs., New York; Smith, R. L., GE, Schenectady; Smith, W. A., WROK Rockford; Snider, Robert E., KTUL Tulsa; Snow, C. E., Western Electric Co., New York; Snyder, Reed E., Central Bcstg. Co., Des Moines; Stahl, Vernon, Tri-County Bcstg. Co., WCED DuBois; Steck, George, Graybar Electric Co., Cincinnati; Stevens, Lee G., WLAV Grand Rapids; Stewart, W. F., Collins Radio Co., Cedar Rapids; Stiehl, John H., WHA Madison; Stinson, L. W., Southwestern Sales Corp., KVOO Tulsa; Stinson, R. C., WBAP-KGKO Ft. Worth; Stone, Earl J., WELL Battle Creek, Mich.; Suhstedt, C. L., Westinghouse, Baltimore; Summerford, D. C., WHAS Louisville; Swaringen, C. E., Illinois State Police, Springfield; Sweeney, Edward D., Fed. Tel. & Radio Corp., Washington; Symons, William E., WSAI Cincinnati.

T

Talbot, A. H., WTPS New Orleans; Tang, K. Y., Dept., Elec. Eng., O. S. U., Columbus; Tate, George D., WMRC Greenville, S. C.; Taylor, E., WBNS Columbus; Taylor, H. D., Travelers Bcstg. Service, WTIC Hartford; Taylor, J. P., RCA, Camden; Terry, S. T., Jr., WRVA Richmond; Thiessen, A. E., General Radio Co., Cambridge; Thomas, Morris W., KOMA Oklahoma City; Thomforde, Cliff, Collins Radio Co., Cedar Rapids; Thompson, Phil, O. S. U. Research Foundation, Columbus; Tilley, H. H., WEAN Providence, R. I.; Topmiller, C. H., WCKY Cincinnati; Torrey, William H., KGNC Amarillo; Towner, O. W., WHAS Louisville.

U

Ulrich, James, United Bcstg. Co., WHK Cleveland.

V

Valerius, Walter A., The Evening Leader, Corning, N. Y.; Veach, James P., RCA, Washington.

W

Walker, P. R., GE, Schenectady; **Wehrmann, H. F.**, WTPS New Orleans; **Weimer, F. C.**, Dept. Elec. Eng., O. S. U., Columbus; Whitman, Urlin F., WTAD Quincy; Webster, Glenn, Collins Radio Co., Cedar Rapids; Wheeler, Harvey T., KPRC Houston; White, Erle, WTMV East St. Louis; Wight, Vinton H., KFAB Lincoln; Wilbur, E. C., NBC, New York; Wilcox, J. F., GE, Syracuse; Williams, Broadcast Eng., Oshkosh, Wis.; Williams, Hollis, Ohio Bell Tel. Co., Cleveland; Winkler, Charles W., KOIL-KFOR Lincoln; Winner, Lewis, Communications, New York; Wright, Gordon S., Fed. Tel. & Radio, Newark; Wright, Paul C., Jr., O. S. U. Research Foundations, Columbus; Wisleder, Dean E., Westinghouse, Pittsburgh; Workman, W. B., WJR Detroit; Wildermuth, J. L., Jr., WADC Akron.

Y

Young, Peter D., O. S. U. Research Foundation, Columbus; Young, L. McC., KMOX St. Louis.

Truman Ratings

BROADCAST by President Truman and former Prime Minister Churchill from Fulton, Mo., March 5 was given a rating of 13.5 by the Cooperative Analysis of Broadcasting. The following day President Truman, speaking from Columbus, Ohio, achieved CAB rating of 16.4. C. E. Hooper Inc., in a special survey for CBS, rated the latter broadcast at 18.6, with 87.2% of the listening audience. CAB found he had 94% of the listening audience, with 86.5% of the sets-in-use tuned to the Fulton ceremony the day before.

BALLOT RESPONSES PLEASING TO BMB

BMB reported last week that as of March 18, two weeks after the first ballots had been mailed to listeners and before any follow-up had gone out, 34.7% of the ballots had been returned. John K. Churchill, director of research, said this extremely high initial return indicates the minimum of 50% which BMB has guaranteed for each county in the country, as well as for about a thousand individual cities, will be achieved wtihout difficulty.

With the addition of 19 new subscribers BMB now has a total membership of 666 stations as well as four major networks. New subscribers are: WGTM Wilson, N. C.; KXOA Sacramento; WILL Urbana, Ill.; WARM Scranton; WHNC Henderson, N. C.; KDRO Sedalia, Mo.; KGIR Butte; KFPY Spokane; WNBH New Bedford; KOCA Kilgore, Tex.; WTAW College Station, Tex.; WHMA Anniston, Ala.; KRBM Bozeman, Mont.; KPFA Helena, Mont.; the five Arrowhead Network affiliates (WHLB Virginia; WMFG Hibbing; WEBC Duluth; WEAU Eau Claire; WJMC Rice Lake), which subscribed during the NAB 11th District meeting at Minneapolis.

Hungerford Sees Plenty of Opportunity For Broadcasters to Improve Service

Editor, BROADCASTING:

Referring to recent published material, I note that the National Association of Broadcasters report from a recent survey that "criticism of commercials was limited to 29 per cent of the population." In addition the report is to the effect that radio is doing an excellent job. I fail to see how the performance of radio can be deemed beyond criticism of the FCC when nearly *one* out of every *three* persons criticizes the commercials which form the life blood of the system. Isn't there plenty of cause for concern, plenty for radio to do toward improving its service? It was almost to be expected that the FCC would call for changes.

I recently testified before the Commission as an applicant for a local facility in Glens Falls, New York. At that time I was reminded by Commission counsel that the testimony I gave with regard to percentage of total time which we would try to sell, our attitude toward sensational children's programs, soap operas, etc., was to be reviewed in the light of actual performance, should we become the successful applicant. I thought it strange at the time because such a reminder seemed superfluous. We fully intended to do what we planned and stated. Further research into this matter seems to indicate that there is sometimes considerable variance between the plans set forth under oath before the FCC and the actual performance of a station. Yet the NAB is critical of the FCC as a meddler in program functions. Perhaps I will be informed by NAB just how they would judge two otherwise equal applicants for a radio facility except on the basis of stated program policies, and how they could overlook failure of an applicant or station owner to live up to these promises when another applicant for these same facilities might give unimpeachable evidence that he would deliver as stated.

Perhaps NAB should be stronger like the Motion Picture Producers Association and conduct what would amount to pre-hearings so that a prospective broadcaster, or an operating one would have his policies evaluated by NAB. Then when the broadcaster approached FCC for a license or a renewal, the fact that NAB endorsed the application would be tantamount to FCC acceptance. Then, too, the NAB would be assuming responsibilities so necessary to the growth of a healthy and prosperous radio industry. Meanwhile I remain one of the 29 per cent who think radio must make considerable strides in the matter of commercial usage to deserve the praise heaped upon it by members of the fraternity.

Ethelbert A. Hungerford Jr.
Treasurer
Glens Falls Broadcasting Corp.
Arlington, Va.
March 18, 1946.

Television

(*Continued from page 17*)

form radiation in all directions.

An entire unit built by RCA Victor Division, Camden, for one Army application weighs only 50 pounds. All television parts have been refined and cut down to conform with airborne needs, the most important contribution being the Image Orthicon, a highly sensitive tube.

Dr. V. K. Zworykin, of RCA Labs Division, Princeton, N. J., is said to be the originator of the idea of airborne television, having submitted a memorandum in 1934 suggesting "electronic eyes" in flying torpedoes. The Image Orthicon tube was developed by Drs. Albert Rose, Paul K. Weimer and Harold B. Law of RCA research staff.

In his talk following the demonstration, Gen. Sarnoff said airborne television opens the way for instantaneous, inclusive coverage of otherwise inaccessible news stories such as fires, floods and train wrecks. He foresaw, as an outgrowth of the airborne experiments, development of a "walkie-lookie" lightweight television camera with the maneuverability of the "walkie-talkie."

Other Applications

The system, using the Image Orthicon tube, is applicable to cars, boats, dirigibles, helicopters as well as planes, with endless possibilities for science, industry, business, pleasure and the military, he explained.

Gen. Sarnoff further cited its use in aircraft and marine navigation in which the layout and activity of the airports and harbors may be flashed from the ground to the plane in time to avert landing difficulties. He saw how the system could safeguard the lives of test pilots, by use of airborne television in remote-controlled experimental planes, where the television units could act as the "observer."

He mentioned applications in industry in coordinating widespread operations simultaneously, controlling activity from a central headquarters, and "reporting" on processes and operations that might be inaccessible or perilous.

Scenic attractions displayed at their best, police control of traffic in suddenly congested areas through trouble-spotting planes, preliminary investigations of scientific explorations and adaptations of the system to probe beneath the ocean's surface—all were included in his forecast of the possibilities of airborne video.

To Be Used by NBC

O. B. Hanson, vice president and chief engineer of NBC, has stated that the Ring development is "a major pioneering achievement." He also announced plans, simultaneously with the showing, of NBC's future use of Ring in special events coverage.

Work on the Ring system was done under direction of Robert E. Shelby, NBC development engineer; G. M. Nixon, assistant development engineer; Harold P. See, senior television supervisor, and members of the NBC engineering staff.

Block system was developed by Dr. Zworykin and R. D. Kell of RCA Labs Division, W. J. Poch, RCA Victor engineer for advance developments; Merrill Trainer, David Cole, Anthony Wright and Kenneth Chittick, RCA engineers for product and design; and Otto H. Schade, Dr. R. B. Janes and C. E. Haller, of the RCA Tube Division for electron tube development.

Assisting Navy personnel included: Lt. Commdr. Forrest Griffiths and Lt. W. E. Thorp, electronics design engineers of the Bureau of Aeronautics; R. S. Taylor, civilian Navy engineer; and Commdr. T. W. Chew and C. L. Stec of Special Weapons Section, Electronic Division, Bureau of Ships.

Newsmen Gather in New York For United Nations Meeting

ARRAY of radio commentators and newsmen assembled in New York last week to cover the United Nations Security Council assembly.

The council meeting was scheduled to open at 2:30 p.m. today (March 25) with a message from President Truman to be read to the delegates by Secretary of State James F. Byrnes. Although at the end of last week schedules were by no means complete, it was evident that all networks expected to have their best news talent available.

Network Rosters

The four networks submitted rosters of correspondents who would cover historic meeting. They follow:

CBS—Charles Collingwood, chief correspondent, assisted by Richard C. Hottelet. Directing coverage will be Edward R. Murrow, vice president in charge of public affairs; Paul White, director of news broadcasts; T. Wells Church, his assistant; Bill Slocum Jr., director of special events, and William J. Dunn, acting news editor. Assigned to meeting: William L. Shirer, Quincy Howe, Robert Trout, Bill Downs, Ned Calmer, John Daly, Allan Jackson, Eric Sevareid, Bill Henry, Larry Lesueur, Willard Shadell, Joseph Harsch, Tris Coffin, Helen Sioussat, Lyman Bryson, Leon Levine.

ABC—Raymond Swing, Fiorello H. LaGuardia, John B. Kennedy, Walter Winchell, Orson Welles, Walter Kiernan, Drew Pearson, Baukhage, Earl Godwin, Martin Agronsky, Lisa Sergio, George Hicks, Taylor Grant, Gordon Fraser, Don Hollenbeck and Julian Anthony.

MBS—Quentin Reynolds, Cedric Foster, William Hillman, Paul Schubert, Fred Van Deventer, Dave Driscoll, Tom Slater, Albert Warner, Gabriel Heatter, Alan Scott, Cecil Brown, Frazier Hunt, Fulton Lewis jr., Henry J. Taylor, Bill Cunningham and Ken Powell.

NBC—H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Robert St. John, John MacVane, Joe Hainline, W. W. Chaplin and Richard Harkness.

All networks planned direct reports from the council chambers at Hunter College, New York.

NBC reported its international division would shortwave reports of the council in eight languages—Spanish, Portuguese, English, German, Italian, French, Swedish and Danish to Latin America, Europe and North Africa.

State Dept. Plans

The State Dept. announced its International Broadcasting Division would broadcast over an exclusive shortwave network a running translation and description in French and English, beamed to Europe and North Africa. IBD planned to give complete UNO coverage in 18 languages.

American Cable & Radio Corp. installed a complete international telegraph communication center, to all parts of the world.

New York stations had ambitious plans for coverage. WLIB will also feed programs to KLAC Los Angeles and KYA San Francisco.

NBC television will make a closed-circuit telecast of the opening session, feeding the program to television receivers in the overflow Assembly Room at Hunter College and to the NBC studios at Radio City. When NBC's telestation WNBT reopens early in May, sessions will be telecast to the New York area. WARD and WCBW, other telestations in New York, plan to telecast films of the complete assembly.

Story Productions Gets 'Honeymoon' Film Right

PURCHASE of motion picture rights to *Honeymoon in New York*, (NBC, Mon. through Fri. 9-9:30 a. m.), by Story Productions Inc., which was said to be forming a new affiliated company for production of a film based on the radio show, was announced last week by Clarence L. Menser, vice president in charge of programs for NBC, and Armand S. Deutsch, president of Story Productions.

NBC and Story Productions will work jointly in promotion and publicity of the radio show and the film, under terms of the deal which was negotiated through Ted Lloyd Inc. The sale was the first of film rights to any NBC program of which the network is sole owner.

Covers Oklahoma City Buying Area—Oklahoma County and Six Adjacent Counties

KOCY

OKLAHOMA CITY

A MUTUAL STATION

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

WDZ

Tuscola, Ill.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

An All-Time Favorite

OH! LOOK AT ME NOW

Published by
Embassy Music Corp.

* * *

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

In the **UTAH** *Market*

The **POPULAR** *Station*

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

Hyde

(Continued from page 15)

the Commission, which makes the choice, will promote one of the three assistants general counsel, which has been the usual process. The Commission may go outside its legal staff. Until Mr. Hyde's confirmation, however, no action is expected, but it should come promptly thereafter.

The three assistants nominally in line are: Benedict P. Cottone, in charge of the Common Carrier Division; Harry M. Plotkin, in charge of Litigation and Administration, and most active in broadcast matters, and Vernon L. Wilkinson, in charge of the Broadcast Division.

Should one of the assistants be promoted, the vacancy thereby created might be filled by Mr. David, who has been on military leave since November 1943, when he reported for Navy duty as a seaman. He later was commissioned, and was discharged recently as a lieutenant, having been assigned latterly to surplus property disposal. Mr. David's Commission candidacy was espoused by David K. Niles, hold-over New Deal Presidential administrative assistant, who personally contacted several influential Senators in his behalf last week, and by Senator David I. Walsh (D-Mass.), who went down the line for his constituent.

Fly at White House

Mr. Fly himself visited the White House last Monday and conferred with the President, but it could not be ascertained whether he supported the candidacy of his former legal assistant. Mr. David had headed the War Problems Division of the FCC's Law Dept., which was abolished after it had been subjected to blistering Congressional fire.

One name heard in official circles for the general counselship was Lucien Hillmer, who was Mr. Hyde's predecessor as assistant general counsel in charge of broadcasting before he resigned in 1942 to enter one of the war agencies. He now is with the State Dept., but plans to leave shortly.

Capt. F. O. Willenbucher, retired naval communications expert, who headed the legal section of the Office of the Director of Naval Communications during the war, had been recommended for the Republican vacancy on the Commission. It is understood that the Congressional delegation from his native New Jersey, as well as a number of important personages in the military, had endorsed him, but that was after the President is believed to have settled on Mr. Hyde's "merit" promotion. Whether Capt. Willenbucher, an expert in communications law, would be considered for the general counselship could not be ascertained.

Mr. Hyde's appointment was widely acclaimed both at the FCC and in industry circles. The FCC's oldest employe in point of service, the 46-year-old Idahoan has been in radio regulation since 1928, when he first joined the former Radio Commission as docket clerk [BROADCASTING, March 18]. It was expected Mr. Hyde would retain the secretarial staff of Gov. Wills, headed by Miss Minnie Sparks, who also had been with former Commissioner Norman S. Case as his assistant.

Although Mr. Hyde is soft-spoken and mild-mannered, in his years as an FCC attorney he has often found himself at loggerheads with his immediate superiors and certain Commission members on matters of policy.

His tendencies are not in the direction of left-of-center reforms. Those who have worked with him do not expect to see him ride along with the majority on radical policy innovations. They surmise he will team up frequently with Commissioner E. K. Jett, former chief engineer, rather than with the extreme leftist element usually personified by Commissioner C. J. Durr, and generally supported by Commissioner Paul A. Walker and Commissioner Ray Wakefield. Of significance in the last few days has been the manner in which Acting Chairman Denny has voted. In one important case he dissented along with Commissioner Jett from the majority finding.

During Mr. Fly's stormy tenure, Mr. Hyde on more than one occasion openly clashed with him in Commission meetings. An indefatigable worker, Mr. Hyde is extraordinarily conscientious. He has been identified with broadcast matters virtually during his entire service, although for the past year as general counsel, he also has been charged with common carrier activities.

WLW GETS 50 KW; OTHERS GIVEN CP'S

FIFTY KILOWATT operation fulltime on 680 kc was granted to WLAW Lawrence, Mass. by FCC last Wednesday. Directional antenna will be used day and night. WLAW now operates with 5 kw on the frequency.

Other changes in facilities authorized by the Commission included: WCOP Boston, on 1150 kc, increase from 500 w to 5 kw with directional antenna fulltime; WSPR Springfield, Mass. on 1270 kc, increase nighttime power from 500 w to 1 kw, its present daytime power, and change DA for night use; WHNC Henderson, N. C., daytime station on 890 kc, increase from 250 w to 1 kw; WMPS Memphis, change from 1460 to 680 kc and increase power from 500 w night and 1 kw day, to 5 kw night and 10 kw day with DA at night.

Abandons CP

MRS. LOIS M. DANIELS was authorized by the FCC last week to abandon the construction permit issued to her on Dec. 13 for a new 250-w station in Brawley, Calif. The station was assigned 1450 kc.

FCC Approves Sale Of KOIN Portland

SALE of KOIN Portland, Ore. to Field Enterprises Inc. for $943,967 plus any increase in net worth of the station between last Aug. 31 and the closing date was approved by the FCC last Wednesday.

Sellers are C. W. Myers, president and general manager and principal stockholder (65%); Josephine Hunt, widow of C. Roy Hunt, former general manager; Gertrude E. Myers, and KOIN Inc., trustee. Employes owned approximately 41% of Class B stock.

The Commission also approved the assignment of license of KBND Bend, Ore. from the Bend Bulletin to Central Oregon Broadcasting Co., a new firm in which Frank Loggan, station manager, receives control (150 of 250 shares of stock) in exchange for his minority interests in the Bulletin. Minority stockholders in the new licensee are the Bulletin owners, Robert W. Sawyer and Henry N. Fowler. A memorandum opinion adopted by the Commission in connection with the transfer was to be announced shortly. KBND operates on 1340 kc with 250 w fulltime.

In announcing its consent to the KOIN transfer, the Commission said all outstanding capital stock was being sold. The contract [BROADCASTING, Oct. 29 Dec. 10] called for delivery of all Class A and at least 950 of the 1,000 shares of Class B, plus whatever other Class B shares the sellers could reacquire at purchasing price.

KOIN will be the third station of Field Enterprises, which already owns and operates WJJD Chicago and WSAI Cincinnati in addition to the Marshall Field newspapers and other publications. The station operates on 970 kc with 5 kw fulltime.

KRIG Now

OIL CENTER Broadcasting Co.'s new station at Odessa, Tex. will use the call letters KRIG rather than KTIS, under authorization granted by the FCC last Wednesday. The station, authorized Jan. 16, was assigned 1410 kc with 1 kw, directional antenna fulltime.

Strong Heads Board

GEORGE E. STRONG, member of the Federal Communications Bar Assn. and practicing radio lawyer in Washington, last week was named by Secretary of Labor Schwellenbach to head a fact-finding board in the non-ferrous metals strike which began Feb. 25. Serving with him are Justice James H. Wolfe of the Utah Supreme Court and Dr. Carl Borgmann, head of the Chemical Engineering Dept., U. of Colorado. The board was to meet today in Denver with both parties. Mr. Strong, formerly in charge of labor and industry problems for the AAF in Michigan and the Midwest, also was commanding officer in the central district, Air Service Command.

Nielsen Flays Coincidental Methods

Cites 11 Reasons Why Audimeter Offers Better Results

A THIRD element was injected Thursday into the controversy between Cooperative Analysis of Broadcasting and C. E. Hooper Inc., when A. C. Nielsen, president of A. C. Nielsen Co., in an address before the Radio Executives Club of New York, attacked the coincidental telephone survey method employed by both Hooper and CAB for failing to give the sponsor the kind of information he requires for proper planning of his radio expenditures.

This information is supplied, Mr. Nielsen stated, by the Nielsen Radio Index, based on the Audimeter, a device attached to radio receivers. Currently 1,300 audimeters are installed in 1,100 homes, distributed to provide an adequate sample.

Argues 11 Points

Mr. Nielsen listed 11 basic misconceptions about the coincidental telephone survey technique, as follows:

1. *Underemphasis of the accuracy of basic data.* When a person is asked "Were you listening to the radio just now?" He must determine before answering whether the "you" refers to himself only or to the entire family, what degree of attentiveness the word "listening" connotes and whether, in the case of multiple-set homes, all sets or only one should be included in the answer. No one knows what a coincidental rating really measures but NRI, he said, measures radio usage, about which there is no confusion.

2. *Differences between listening and tuning.* Analysis of NRI Reports shows 56% of dials of sets-in-use tuned in less than 15 minutes, 19% between 15 and 30 minutes, and only 7% of sets allowed to run for more than an hour with dials unchanged.

3. *Overemphasis of sample size.* Proper selection of sample is more important than size.

4. *Comparative samples of CAB, Hooper and NRI.* CAB and Hooper get reports of only one minute's listening from each call; NRI gets complete usage reports from all sets it measures.

5. *Errors in calculation.* NRI probable error for weekly average is between .3 and .4 of 1%.

6. *Underemphasis of non-representativeness of telephone samples.* Hooper and CAB data, confined to telephone homes in large cities, omit too much of population, without phones or living in small cities and on farms, and with different working, living and listening habits, for them to be projected to national figures. NRI does not yet have national coverage, Mr. Nielsen conceded, but may more safely be projected nationally.

7. *Overemphasis of audience size as compared to audience quality.* NRI audience composition data show relative listening habits of users and non-users of the advertised product.

8. *Trial and error versus diagnosis and prescription.* Rating trends reported by coincidental telephone surveys suggest only that a change may be needed but not what it should be. NRI, showing additional ratings, total program audience, audience for commercials, etc., Mr. Nielsen declared, is a diagnostic tool with minute-by-minute analysis of listening.

9. *Confining radio research to listening data and ignoring sales effectiveness.* Since the advertiser must have sales as well as listeners, NRI makes monthly inventories of products used in each radio home measured, showing sales effectiveness.

10. *Overemphasis of minute changes in rating.* Mr. Nielsen said changes reported by the NRI fixed sample are more apt to indicate a true listening trend.

11. *Overemphasis on first delivery of rating reports.* Admitting that NRI reports do not reach subscribers as rapidly as those of CAB and Hooper, Mr. Nielsen cited figures to show how little the user gains from this faster service. He reported NRI will soon install new equipment in 25 sets in New York and the same number in Chicago that will register all dial changes, not on a tape within the receiver, but via leased lines direct to Nielsen offices so a minute-by-minute listening report can be obtained on any program while it is on the air.

Temporaries for 208 Stations Continued in Line With Policy

IN LINE with its new policy of close program scrutiny the FCC last week continued on temporary licenses until June 1, 208 stations, some of which have been without regular licenses for two years.

Of the 208 given temporary extensions, 72 expired Feb. 1. Most of those normally would be continued for routine reasons, such as lack of processing of renewal applications. Since the Commission has been handling a heavy workload of new business, its staff has been unable to keep up with renewals.

Of the remaining 136, however, the majority had been on temporary license for some time, giving indication that the Commission is probing program logs. One each has been on temporary license since Feb. 1, April 1, 1944, June 1, 1944 and Dec. 1, 1944. Three have not had regular licenses since April 1, 1945; 10 since June 1 last year and 14 since Aug. 1.

Of the remaining stations operating on temporary licenses, 14 failed to get regular renewals at their expirations last Aug. 1 and 42 have been on temporary since Oct. 1, while 62 have been on temporary since Dec. 1. A single station has been without regular license since Nov. 1.

Following is the list of stations continued by the Commission en banc until June 1:

KABC San Antonio; KADA Ada, Okla.; KAST Astoria, Ore.; KBIX Muskogee, Okla.; KBKR Baker, Ore.; KBON Omaha; KBST Big Spring, Tex.; KBTM Jonesboro, Ark.; KBUR Burlington, Iowa; KCMC Texarkana, Tex.; KCRS Midland, Tex.; KDAL Duluth; KDRO Sedalia, Mo.; KEYS Corpus Christi, Tex.; KFDA Amarillo, Tex.; KFFA Helena, Ark.; KFIO Spokane, Wash.; KFJB Marshalltown, Iowa; KFUN Las Vegas, N. M.; KFXD Nampa, Idaho; KFYO Lubbock, Tex.; KGDE Fergus Falls, Minn.; KGEK Sterling, Colo.

KGFJ Los Angeles; KGHI Little Rock; KGKB Tyler, Tex.; KGKY Scottsbluff, Neb.; KHAS Hastings, Neb.; KHBC Hilo, Hawaii; KHMO Hannibal, Mo.; KHUB Watsonville, Cal.; KLUF Galveston, Tex.; KMLB Monroe, La.; KMYR Denver; KNEL Brady, Tex.; KNOW Austin, Tex.; KOCY Oklahoma City; KODL The Dalles, Ore.; KONO San Antonio; KOOS Coos Bay, Ore.; KOTN Pine Bluff, Ark.; KOVC Valley City, N. D.; KPAB Laredo, Tex.; KPDN Pampa, Tex.; KPHO Phoenix; KPLC Lake Charles, La.; KPLT Paris, Tex.; KPOW Powell, Wyo.

KRBC Abilene, Tex.; KRBM Bozeman, Mont.; KRIC Beaumont, Tex.; KRNR Roseburg, Ore.; KSAM Huntsville, Tex.; KSAN San Francisco; KSUN Lowell, Ariz.; KTBI Tacoma, Wash.; KTHT Houston; KTOH Lihu, Hawaii; KTOK Oklahoma City; KVAK Atchison, Kan.; KVAL Brownsville, Tex.; KVCV Redding, Cal.; KVEC San Luis Obispo, Cal.; KVNU Logan, Utah; KVOE Vernon, Tex.; KVWC Vernon, Tex.; KWAL Wallace, Idaho; KWBW Hutchinson, Kan.; KWEW Hobbs, N. M.; KWG Stockton, Cal.

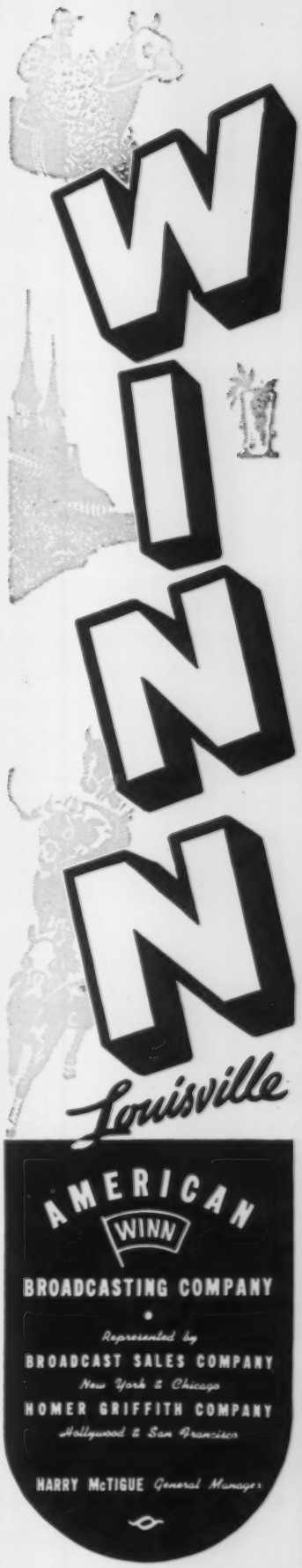
KWNO Winona, Minn.; KXO El Centro, Cal.; KYCA Prescott, Ariz.; KYOS Merced, Cal.; KYSM Mankato, Minn.; WABY Albany, N. Y.; WACO Waco, Tex.; WAGM Presque Isle, Me.; WAIM Anderson, S. C.; WAJR Morgantown, W. Va.; WASK Lafayette, Ind.; WATW Ashland, Wis.; WBAB Atlantic City; WAYX Waycross, Ga.; WBBZ Ponca City, Okla.; WBHP Huntsville, Ala.; WBLJ Dalton, Ga.; WBLK Clarksburg, W. Va.; WBOC Salisbury, Md.; WBOW Terre Haute, Ind.; WBTA Batavia, N. Y.

WCAT Rapid City, S. D.; WCBS Springfield, Ill.; WCBT Roanoke Rapids, N. C.; WCED DuBois, Pa.; WCLO Janesville, Wis.; WCOL Columbus, Ohio; WCOS Columbia, S. C.; WCPO Cincinnati; WDAN Danville, Ill.; WDBC Escanaba, Mich.; WDEF Chattanooga, Tenn.; WDLP Panama City, Fla.; WDNC Durham, N. C.; WDSM Superior, Wis.; WEED near Rocky Mount, N. C.; WENY Elmira, N. Y.; WEOA Evansville, Ind.; WERC Erie, Pa.; WESX Salem, Mass.; WFAS (main and auxiliary) White Plains, N. Y.; WFNC Fayetteville, N. C.; WFTC Kinston, N. C.; WFVA Fredericksburg, Va.

WGAL Lancaster, Pa.; WGAU Athens, Ga.; WGH Newport News, Va.; WGL Fort Wayne, Ind.; WGNC Gastonia, N. C.; WGOV Valdosta, Ga.; WGPC Albany, Ga.; WGRC Louisville, Ky.; WGRM Greenwood, Miss.; WGTC Greenville, N. C.; WHBB Selma, Ala.; WHBY Appleton, Wis.; WHDL Town of Allegany, N. Y.; WHFC Cicero, Ill.; WHIT New Bern, N. C.; WHLN Harlan, Ky.; WHMA Anniston, Ala.; WHOP Hopkinsville, Ky.; WHTB Talladega, Ala.

WIBG Glenside, Pa.; WIBM Jackson, Mich.; WIBX Utica, N. Y.; WIGN Medford, Wis.; WIL St. Louis; WILM Wilmington, Del.; WING Dayton; WISE Asheville, N. C.; WITH Baltimore; WJBC Bloomington, Ill.; WJBK (main

(*Continued on page 98*)



Temporaries

(*Continued from page 97*)

and auxiliary) Detroit; WJBY Gadsden, Ala.; WJHO Opelika, Ala.; WJMC Rice Lake, Wis.; WJMS Ironwood, Mich.; WJNO West Palm Beach, Fla.; WJOB Hammond, Ind.; WJPA Washington, Pa.; WJRD Tuscaloosa, Ala.; WJXN Jackson, Miss.

WKBB Dubuque, Iowa; WKBO Harrisburg, Pa.; WKBV Richmond, Ind.; WKBZ Muskegon, Mich.; WKIP Poughkeepsie, N. Y.; WKNY Kingston, N. Y.; WKRO Cairo, Ill.; WLAP Lexington, Ky.; WLAV Grand Rapids, Mich.; WLAY Muscle Shoals City, Ala.; WLEU Erie, Pa.; WLOF Orlando, Fla.; WLOG Logan, W. Va.; WLPM Suffolk, Va.; WLVA Lynchburg, Va.; WMAS Springfield, Mass.; WMBH Joplin, Mo.; WMBR Jacksonville, Fla.; WMFJ Daytona Beach, Fla.; WMGA near Moultrie, Ga.; WMFR High Point, N. C.

WMJM Cordele, Ga.; WMOB Mobile, Ala.; WMOG Brunswick, Ga.; WMPC Lapeer, Mich.; WMRC Greenville, S. C.; WMRF Lewistown, Pa.; WMRN Marion, Ohio; WMVA Martinsville, Va.; WNAB Bridgeport, Conn.; WNBH New Bedford, Mass.; WNLC New London, Conn.; WNOE New Orleans, La.; WOLF Syracuse, N. Y.; WOLS Florence, S. C.; WOMI Owensboro, Ky.; WOPI Bristol, Tenn.; WOSH Oshkosh, Wis.; WOV (main and auxiliary) New York; WPAD Paducah, Ky.; WPAR Parkersburg, W. Va.; WRBL Columbus, Ga.; WRGA Rome, Ga.; WRJN Racine, Wis.; WRLC Toccoa, Ga.; WSAP Portsmouth, Va.; WSLI Jackson, Miss.; WSPB Sarasota, Fla.; WSTP Salisbury, N. C.; WTHT Hartford, Conn.; WTMC Ocala, Fla.; WTMV East St. Louis, Ill.; WTOL Toledo; WWDC (main and synchronous amplifier) Washington, D. C.; WWSW (main and auxiliary) Pittsburgh, Pa.

New WTHT Quarters

WTHT Hartford, Conn., has moved to new modern quarters. New studios, offices and an auditorium occupy entire first floor of one of Hartford's large insurance buildings, on fringe of business district where new transmitter tower, in less restricted site than formerly, permits greater power output, according to Station Manager C. Glover DeLaney.

Eight of 11 Applicants Get Capital FM

Three Remaining Held For Further Study

IN A SURPRISINGLY quick decision, the FCC last Wednesday granted eight of the 11 applications heard for FM stations in Washington, deferring action on the remaining three for "further study." Action was taken within three days of the conclusion of the hearings, first to be held on FM applications.

Outstanding in the decision was the failure to act on the application of a local standard licensee, WWDC, whose program record was questioned during the hearings. The Commission was split 2-2 on this application, with Acting Chairman Denny and Comr. Jett voting to grant and Comrs. Wakefield and Durr opposed. Comr. Walker was in the Midwest conducting hearings.

Two by Unanimous Vote

Two other applications were passed up by unanimous vote of the four Commissioners. These were Mid-Coastal Broadcasting Co., one of whose principals is the chief owner of WPAT Paterson, N. J., and Chesapeake Broadcasting Co., whose owners were questioned regarding their understanding of the responsibilities of a licensee.

The eight applicants receiving grants are: NBC, WMAL, WOL, WINX, Commercial Radio Equipment Co., Theodore Granik, Metropolitan Broadcasting Corp., and Potomac Broadcasting Cooperative.

In the announcement of the grants, it was stated that Comr. Durr was opposed to granting more than six stations in the Washington area at this time, "but the Commission having taken a different view he concurred in the issuance of an order by the Commission granting eight." Comr. Durr has stated on various occasions that FM channels should be made available to veterans and other newcomers who may wish to enter the field. An appeal has been made to the Commission by the Disabled American Veterans that channels be reserved for returning servicemen [BROADCASTING, March 18].

NBC owns and operates WRC in the Capital. WMAL is owned by the Evening Star Broadcasting Co., publishers of the *Evening Star*. WOL is owned by Cowles Broadcasting Co. WINX is owned by the *Washington Post*.

Commercial Radio Equipment Co., owned by Everett L. Dillard, operates KOZY (FM) Kansas City, Mo., and W3XL, experimental FM station in Washington. Mr. Dillard testified at the hearings he would seek special authorization to operate W3XL on a 6-hour basis pending completion of his commercial station.

Granik Schedule

Mr. Granik, director of the *American Forum of the Air* (Mutual), plans a 6-hour schedule at the start and 17 hours ultimately.

Metropolitan is owned by a group of 80 Washington business and professional men and women, including doctors, lawyers, educators, architects, and government officials. It has an application for a Washington daytime standard station which, if granted, would originate programs broadcast over the FM station.

Potomac is owned by 10 cooperative organizations in Washington which have more than 12,000 members. It is headed by Herbert S. Wood, a retired government employe.

Under the Rules Governing FM Broadcast Stations, applicants receiving construction permits are given 60 days from the date of grant to begin construction and a maximum of six months thereafter to have the station ready for operation. Acting Chairman Denny said recently that once permits are issued the Commission would see that the rules are closely observed and would grant extensions only after receiving proof that additional time is needed [BROADCASTING, March 4].

The rules provide that a construction permit shall be "automatically forfeited" if the station is not ready for operation within the time specified or any further time allowed by the Commission.

The Commission's order:

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 20th day of March, 1946;

The Commission having under consideration the above-entitled applications for construction permits for new metropolitan FM broadcast stations in Washington, D. C., and the evidence adduced at the hearing held on these applications on March 11-15, 1946, and being satisfied that public interest, convenience, and necessity would be served by grants thereof;

IT IS ORDERED, That these applications BE, AND THE SAME ARE HEREBY GRANTED, subject to approval of antenna and site by the Civil Aeronautics Administration in each case, and subject also to the following terms and conditions:

(1) Commercial Radio Equipment Company—101.3 mc. (No. 267); effective radiated power: 20 kw; antenna height above average terrain: 500 feet.

(2) Cowles Broadcasting Company—100.5 mc. (No. 263); effective radiated power: 20 kw; subject to the filing of an application for modification of construction permit for approval of an antenna height 500 feet above average terrain.

(3) National Broadcasting Company Inc.—94.5 mc. (No. 233); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of blanketing including objectionable cross-modulation.

(4) Metropolitan Broadcasting Corporation—101.7 mc. (No. 269); effective radiated power: 20 kw; antenna height above average terrain: 500 feet.

(5) Potomac Broadcasting Cooperative Inc.—93.3 mc. (No. 227); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to filing of application specifying exact transmitter site and for approval of technical features of proposed installation.

(6) The Evening Star Broadcasting Company—94.1 mc. (No. 231); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of blanketing, including objectionable cross-modulation.

(7) WINX Broadcasting Company—102.1 mc. (No. 271); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the approval of the site on the basis of field measurements indicating field intensity in business and residential districts of Washington.

(8) Theodore Granik—93.7 mc. (No. 229); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to filing of application specifying exact transmitter site and for approval of technical features of proposed installation.

Agency Elects

TWO vice presidents of Henri, Hurst & McDonald, Chicago, have been elected directors of the agency. They are E. F. Hascall Jr. and L. M. Krautter. W. D. McDonald was elected chairman of the board; W. B. Henri, president; A. M. Semones, secretary; R. H. Eaton, treasurer; D. D. Andersen, assistant secretary and treasurer.

Rogers Nominated

IRVING E. ROGERS, president and general manager of WLAW Lawrence, Mass., and president and treasurer of the Eagle-Tribune Publishing Co., has been nominated for appointment to the State Advisory Council, Division of Employment Security, by Gov. Maurice J. Tobin to succeed Alfred E. Rankin.

THIS year Iowa celebrates 100 years of statehood, but Dubuque dates its history back to 1788, when the explorer Julien Dubuque found extensive lead deposits. But don't let Dubuque's 158 years fool you. Full of youthful vigor and riding the crest of industrial expansion, Dubuque is Iowa's fastest growing city. Here is a market no alert advertiser can afford to overlook. And in Dubuque WKBB is First in listener preference morning, afternoon, and night!

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

HOMELIKE is this control room, with Bob Knapp, WCKY Cincinnati engineer, modulating a program from an emergency hotel room studio on the other side of the plasterboard-glass partition. Impromptu facilities were set up when air hammers outside the Hotel Gibson studios of WCKY were heard on programs.

OPA Lifts Control On Transmitters

EFFECTIVE TODAY the OPA lifted price controls on radio transmitters, completely assembled, of 50 w power or greater. Other controls affecting radio and television equipment also were relaxed in an order issued last Wednesday.

In addition to transmitters, including amateur and police, the OPA removed price controls from radio transmitter assembled component units, including radio frequency power units, radio frequency power amplifier units, modulator units, sweep units, rectifier power supply units, antenna tuner units, control panels, master control consoles, electronic camera units (studio, field and film) designed for television, television film projectors (16 mm and 35 mm), synchronizing generators, regulated power supply units, relay transmitters (fixed and mobile), relay receivers, and antenna systems.

Controls will be established, according to OPA, if there are sharp price increases for any items thus suspended from price control.

In an earlier announcement, OPA gave radio tube manufacturers permission to sell on an adjustable pricing basis.

The provision allows tube manufacturers to make an agreement with buyers for the delivery of tubes at prices to be adjusted upward after OPA issues an action increasing the ceiling prices on radio tubes.

Wholesalers and manufacturers will be required to absorb the manufacturers' increases, to prevent a rise in retail prices. The action allows a manufacturers' price increase of 15.5% over the present ceiling for tubes sold as original equipment to set producers. It also allows a manufacturers' raise of 20% over the Oct. 1, 1945, prices for receiving tubes when sold to wholesalers and retailers. Provision became effective March 15, and will end the day ceiling prices for radio tubes become effective, according to OPA.

Eleven Standard Stations Authorized

Honolulu Construction Permit in Grants By FCC

GRANTS for 11 new standard broadcast stations, one in Honolulu, were made by the FCC last Wednesday and Thursday.

Straightening out a long entangled situation involving three applications for new stations at Charleston, W. Va., the Commission gave Joe L. Smith Jr., licensee of WJLS Beckley, a grant for a new outlet on 950 kc with 1 kw, using directional antenna fulltime; Gus Zaharis and Penelope Zaharis, doing business as Chemical City Broadcasting Co., 1240 kc with 250 w fulltime; and Capitol Broadcasting Corp., headed by Garland Wilkinson (41.6%), chief deputy assessor of Kanawa County, 1400 kc with 250 w fulltime.

Pacific Frontier Broadcasting Co., of which ABC Vice President Robert H. Hinckley is one-sixth owner, received the Honolulu grant, to operate fulltime on 690 kc with 10 kw. Mr. Hinckley's wife is half owner of KALL Salt Lake City, and he has an interest in other applications.

Harold T. Kay, Honolulu sugar grower, is president and owns 45.99% interest. A. L. Glassman, principal owner of KLO Ogden, Utah, and Frank E. McKinney, Indianapolis banker, each have one-sixth interests. Installation of the station is expected to cost $64,350. (In story on Hawaiian broadcasting, page 38, which went to press before FCC's action, it was stated that Pacific Frontier was an applicant for a CP.)

Amphlett Printing Co., publisher of a San Mateo, Calif. daily newspaper, was granted a permit for a new fulltime station at San Mateo on 1550 kc with 250 w. Helen A. McClintock, Kathleen M. Jack, and Janet E. Amphlett own approximately 26% each and Rose M. Derhan, guardian of Eleanor Amphlett, owns 20%. Station is expected to cost $19,350.

Warren, Davis, Yaeger & Ford Inc. was authorized to operate a daytime station at Bloomington, Ind., on 1010 kc with 1 kw. Warren G. Davis, formerly secretary-treasurer of WLAP Lexington, Ky. and manager and treasurer of WCMI Ashland; and L. C. Yaeger, Gordon Ford, and James C. Warren, Louisville public accountants, own one-fourth interests in the new corporation. Cost was listed as $22,056.

Mississippi Broadcasting Co. Inc., licensee of WCOC Meridian, received a grant for a new Jackson, Miss. station to operate fulltime on 1400 kc with 100 w. D. W. Gavin is president, secretary and treasurer and owns 75.22% of stock. Mrs. R. S. Gavin, vice president, owns 24.78%. The station is expected to cost $15,100.

Granting a petition to reconsider its action designating Kankakee (Ill.) Daily Journal Co.'s application for hearing, the Commission awarded the publishing firm a construction permit for a Kankakee station on 1320 kc with 1 kw, daytime only. Leslie C. Small, president of the Journal Co. and editor of the *Journal*, is controlling stockholder.

Roanoke's Third

Blue Ridge Broadcasting Corp. was granted a new station at Roanoke, Va. on 1490 kc with 250 w fulltime. The station, to use call leters WROV, is expected to cost $25,000. It will be Roanoke's third outlet, the city now being served by WDBJ and WSLS.

Blue Ridge is headed by Leo F. Henebry, mayor of Roanoke and prominent jeweler (Henebry & Son Jewelry Co.), who owns 13.3% interest in the broadcasting corporation. Lambert B. Beeuwkes, now with MBS in New York and formerly with WFBR Baltimore, KYW Philadelphia, and WXYZ Detroit, is to be general manager and owns 4% of stock. Other stockholders: J. Kirk Ring, vice president (13.3%), executive vice president, Roanoke City Mills; Ernest W. Mitchell, secretary-treasurer (13.3%), owner of two clothing stores for men; Randall J. Knisely (10%), Coca-Cola bottler; Thomas H. Beasley (13.3%) fruit grower; Norman R. McVeigh (6.6%), president, Micor-Mac Grocery Stores; Wallace S. Clement (13.3%), food broker; Lerenz Neuhoff (1.3%), director of American Meat Institute, and fruit packer; Ralph B. Gunn (3.3%), president of Mountain Trust Bank; Lynn R. Hammond (6.6%), president of Hammond Printing & Lithograph Co.; Elmore D. Heins (1.3%), of National Theatre Corp. The station will use RCA equipment and Press Assn. news service.

California Grant

Broadcasting Corp. of America, licensee of KPRO Riverside and KROP Brawley, Calif., was granted a new fulltime station at Indo, Calif., to operate on 1400 kc with 250 w. Cost of the outlet was estimated at $16,350. W. L. Gleeson is president of the licensee corporation.

Daytime use of 730 kc, Mexican I-A clear channel, with 1 kw power was granted to Regional Broadcasting Co. for a new station at Chicopee, Mass. at an estimated cost of $28,750. John S. Begley, attorney, of Holyoke, Mass., and David Hayes of Manchester, Conn., manager of a precision tool company at Pleasantville, own 49.67% each, with the remaining interest held by Elizabeth J. Hancock.

Weekday mornings, Monday thru Friday, WJW's Cleveland audience is greater than that of any other station.

Weekday afternoons, Monday thru Friday, WJW's Cleveland audience is greater than that of any other regional station.

Saturday, daytime, WJW's Cleveland audience is greater than that of any other regional station.

Ask Headley-Reed for facts and figures

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Video Dropouts

(*Continued from page 18*)

for WGAR-WJR, said the Cleveland station already has much construction planned for 1946 and may not seek a new grant until FCC begins issuing commercial licenses for high-definition television.

The cost, plus a feeling of uncertainty about low-frequency television's future, led to the decision of Maryland Broadcasting Co. (WITH Baltimore) to wait. R. C. Embry, assistant to President Thomas G. Tinsley, said the firm thought it would be "foolhardy" to invest several hundred thousand dollars in black and white which "might become obsolete in two or three years."

Tower Realty Co., headed by Karl Steinmann, withdrew its application for a station in Baltimore "for a great number of reasons," reported Radio Director Jack Stewart. "Included in one of our reasons," he said, "is the fact that we believe in color television."

Tower Will Wait

Mr. Stewart said Tower "might have gone along" with low-frequency operations if it had had an existing facility to help pay for experimentation in television. But after checking both black and white and color, he said, Tower officials felt that color ultimately would be superior. He said he did not mean to imply that color ultimately would take the place of black and white, any more than technicolor has taken the place of black and white movies. For the present, he explained, Tower prefers "to wait and see."

The Pittsburgh application of Allegheny Broadcasting Corp. (KQV) is to be withdrawn unless the Commission makes an indefinite postponement of the Pittsburgh video hearings, slated April 25. George S. Wasser, vice president and general manager of KQV, said he had given instructions to that effect to his Washington attorneys. "Color" was understood to be one of the factors in the decision.

Another Pittsburgh application, drawn up by WWSW, has been ready for six months, it was reported, but filing has been deferred pending a settlement of the allocations question.

General Manager Frank Carman said the television application of Utah Broadcasting Co. (KUTA Salt Lake City) was withdrawn because of "uncertainty of the television picture with new developments including color."

I. A. Hirschmann, vice president of Metropolitan Television Inc., told the FCC when Metropolitan withdrew its application for a New York video station last December that "the proper place for television is in the higher band of frequencies" [BROADCASTING, Dec. 17]. He said "color television is the ultimate objective for public service" and that further experiments would be conducted in the 480-960 mc region. Last week he told BROADCASTING: "Events since that statement was made have tended to confirm our judgment." Metropolitan has operated WABF, FM station in New York, since November 1942.

Applications Stand

On the other hand, a Scripps-Howard Radio executive said withdrawal of its application for a Washington television station was "in no way related to the controversy over ultra-high frequency color television versus low-frequency black and white picture transmission." The company, licensee of radio stations in Cincinnati and Knoxville, also has applications on file for video stations in Cleveland and Pittsburgh.

H. L. Pettey, executive director for broadcasting of Marcus Loew Booking Agency and Metro-Goldwyn-Mayer, said Marcus Loew withdrew its Washington video application "due to the fact that we did not have facilities there from a programming standpoint." Marcus Loew's application for New York and M-G-M's for Los Angeles still stand.

WMEX TO BUILD 50 HOMES

Will Sell Only to Veterans; Second Floor To Be Roughed-in for Expansion

WMEX Boston will construct 50 homes to be sold exclusively to veterans of the armed forces, according to William S. Pote, general manager, with first group to be built in Quincy. Mayor Ross has assured that all red tape will be cut to speed the development and city departments have given it the green light.

Homes will consist of four rooms on first floor—living room, kitchen with dining nook, two bedrooms and bathroom. Kitchen will have gas range, cabinet-type sink and tray, and cabinets. Steam boiler will be fired by gun-type oil burner and cellar will have concrete floor and tubs.

Staircase will be built to the second floor, and utilities will be roughed in for future addition of two bedrooms and lavatory. Buyers will be given plans for these rooms which can be added as desired.

Plans for the homes are being submitted to Federal Housing officials and cost, expected to be exceptionally low, will be announced shortly. WMEX has invited veterans who anticipate owning their own homes to submit applications for purchase.

Theodore C. Streibert, president of Bamberger Broadcasting Service Inc. (WOR New York) explained withdrawal of its Philadelphia application by saying that WIP Philadelphia is applying and, if successful, will serve as an outlet for WOR so "we won't need one of our own." Bamberger was one of the successful applicants in FCC's proposed decision on Washington television applications, and is seeking a station in New York.

Philco Withdrawals

Philco Radio & Television Corp.'s withdrawal of its New York application was attributed to a belief in superiority of color, as was International Detrola Corp.'s decision not to prosecute its application for a Detroit station. Similar reasons were reported to have played a part in the withdrawals of Filene Television Inc.'s application for Boston and Central Ohio Broadcasting Co.'s at Columbus, Ohio.

Philco's Washington application, which the FCC had paired with that of Allen B. DuMont Labs Inc. for decision following oral arguments, was withdrawn to avoid controversy so that Washington video can get underway "at the earliest possible date" (see separate story). Other applications which have been withdrawn include those of Eleanor Patterson trading as *Times-Herald*, Washington, who said the pressure of other interests was too great; E. Anthony & Sons Inc., Providence; Cincinnati Broadcasting Co., Cincinnati.

Hearing Postponed

CONSOLIDATED HEARING on three applications for 1460 kc in Albany, N. Y., scheduled for last Thursday, was postponed by FCC for 45 days, according to Commission spokesmen. WHEC Rochester, whose application for an increase in power to 5 kw fulltime on the frequency previously was set for hearing in the same proceeding, received the grant on March 7. Two of the applicants for new Albany stations on 1460 kc, Fort Orange Broadcasting Co. and Van Curler Broadcasting Corp., had asked that the hearing be postponed until the Supreme Court decides whether FCC was right in revoking the license of WOKO Albany, which also operates on 1460 [BROADCASTING, Feb. 25]. Other Albany applicant is Albany Broadcasting Co.

N. Y. News Clinic

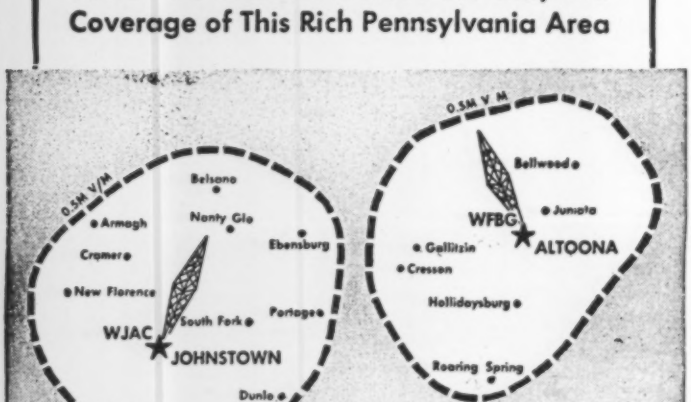
RADIO news clinic for New York State stations will be held April 10 at the Hotel Utica, in Utica. Elliot Stewart, executive vice president of WIBX Utica, will be general chairman. Clinic will be eighth of the series conducted by the NAB Radio News Committee of which E. R. Vadeboncoeur, vice president of WSYR Syracuse, is chairman, and Arthur C. Stringer, NAB director of promotion, secretary. All station managers in the state are invited.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

PROGRAM REPORT of FCC dominated discussion at NAB 11th District meeting at Minneapolis. Active at sessions were (l to r): Frank E. Pellegrin, NAB director of broadcast advertising; Justin Miller, NAB president; C. E. Arney Jr., NAB secretary-treasurer; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Hugh Feltis, BMB; Bob Elrich, research director, Pepsodent Co.; A.A. Joscelyn, WCCO, who presided in the absence of Ed Hayek, operator of KATE Albert Lea, Minn.

Noble Contradicts Attack by Writer On Concentrated Broadcasting Power

MORRIS L. ERNST, famed liberal lawyer for the *New York Post*, last week ran head-on into an articulate critic when, taking a cue from his recently-published book, *The First Freedom*, he lambasted "bigness" in radio at a luncheon meeting of the New York Publicity Club.

Mr. Ernst, in his speech as in his new book, deplored the alleged concentration of broadcasting power in the hands of a few individuals. He had hardly finished talking when Edward J. Noble, chairman of the board of ABC, at the meeting as a guest, rose to contradict him.

Said Mr. Noble: Mr. Ernst's conclusions were not accurate. Despite the acknowledged fact that four great networks are supreme in U. S. broadcasting, none of them actually controls the air or more than a handful of its stations.

ABC, said Mr. Noble, does not control any of its affiliates, save the three and one-half stations which it owns. "We have nothing to do with the station management," he said, referring to affiliates.

"Actually we (ABC) are just a soapbox," he said. "The air is free. As a network we can't propagandize for any particular political philosophy. We have no editorial page. If we were to begin a crusade, we'd be caught up pretty short."

Broadcasters, big or little, are unlike newspaper owners, among whom Mr. Ernst also finds a discouraging concentration of power, said Mr. Noble. "A newspaper owner can hire an editor who suits his tastes and therefore espouse his own cause in his paper," he said. Broadcasters, however, by federal ruling, must refrain from editorial comment of their own, be sure an opportunity is given to air all sides of any controversial question.

One good argument against decentralization of networks, said Mr. Noble, was the inevitable deterioration of programs that would result from it.

"If there were 10 networks instead of four in the United States today, we certainly wouldn't have the quality of programs that we have now," he stated. "Good programs cost big money. Advertisers are willing to pay for good programs only because of the huge audiences they can command.

"If this huge audience were split among more networks, programs would degenerate into mediocrity at once."

Mr. Ernst did not seek to issue a rebuttal to Mr. Noble's remarks. He complimented ABC for being what he described as the first network to sell time at valuable hours to labor unions.

$100 VIDEO SETS ON MARKET SOON

VIEWTONE CO., New York, producer of low-price television receivers, last week announced it would begin deliveries of home table sets May 1 and that within a short time thereafter 10,000 sets would be released.

Irving Kane, president of the company, said that subject to OPA approval the sets would retail at about $100. He said a subsidiary corporation was being formed to install and service Viewtone's low-price receivers. Mr. Kane estimated that total cost of installation, including aerial, would be about $35.

The company currently is in production on the low-price receivers at a rate of 700 per week, he said. Three-fourths of the 10,000 sets scheduled for May delivery are consigned to the New York area, Mr. Kane reported.

The table model which Mr. Kane will sell for about $100, if the OPA approves, has a direct-view screen seven inches wide. The set does not include AM or FM radio, except as needed for reception of sight and sound television.

Decca Profit

DECCA RECORDS in 1945 earned net profits of $839,692 after all charges, equal to $2.16 per share. In 1944 company earned a net profit of $1,000,905 or $2.58 per share. Decca net sales for 1945 were $15,570,930, an increase of $2,153,997 over 1944 volume.

Kentucky Bcstg. Co. Counsel Refutes Rivals' Petitions to Rescind Grant

ACTION by a board of three Commissioners in granting a new station to Kentucky Broadcasting Co., Lexington, was valid in that it was subsequently ratified by the Commission en banc, according to a petition filed with the FCC last week by Loucks & Scharfeld, counsel for the grantee.

The petition was in opposition to three petitions filed by competing applicants asking that the grant be set aside and reconsidered on the ground the three-man board was without statutory authority. Kentucky Broadcasting is partly owned by the father of Edward F. Pritchard Jr., counsel of the Democratic National Committee. Rep. Wigglesworth (R-Mass.) charged recently the grant was a favor to "a political friend" of former FCC Chairman Porter [BROADCASTING, March 18].

The petition declares that the competing applicants have no basis on which to require a hearing on Kentucky's grant inasmuch as the various applications were for different frequencies. "The mere fact that petitioners have applications pending for other facilities in the same city, not conflicting with the applicant's, does not establish a legal right or interest cognizable under the Communications Act," it contends.

"Petitioners have no legal right," it continues, "to be free from competition and any complaint on that score, even though it were indicative of damage, which it isn't, would not be a legal injury within the meaning of Section 405 of the Act and Section 1.271 of the Commission's Rules of Practice and Procedure."

It further holds that although Kentucky's application was ready to be heard on January 14, none of the petitioners endeavored to intervene "or participate in the proceedings in any way." The petition stated that the Kentucky application, originally consolidated with other applications for 1300 kc, was unopposed by the time the hearing was to be held and was granted February 20 without hearing.

The petitioners opposing the Kentucky grant are Peterson & Co., and Central Kentucky Broadcasting Co., both seeking new stations on 1340 kc with 250 w power, and American Broadcasting Corp. (WLAP), seeking to change to 630 kc with 1 kw night and 5 kw day. The Kentucky petition declares that neither Peterson nor Central Kentucky petitioned to participate in WLAP hearings.

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ACTIONS OF THE FCC

MARCH 15 to MARCH 21

Decisions . . .

MARCH 19

KWTX Waco, Tex.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location on Pierrard Road, 0.25 mi. SW of 12th St., Waco, to specify studio location as 108½ So. 6th St., Waco, and to correct name of Robert G. Levy to read Robert E. Levy.

KMYR Denver, Col.—Granted authority to determine operating power by direct measurement of antenna power.

W3XL Washington, D. C.—Granted license to cover CP which authorized a new developmental broadcast station; freqs. as may be assigned by Commission's chief engineer; 250 w. Emission: AO, special for FM. The license is granted upon an experimental basis only, condition.

WFKY Frankfort, Ky.—Granted modification of CP, which authorized a new station, to install a new type of transmitter.

KMTR Los Angeles, Calif.—Granted authority to change call letters of station from KMTR to KLAC.

ACTION ON MOTIONS
By Comr. Durr

Danbury Bcstg. Co., Danbury, Conn.—Granted petition to dismiss without prejudice application for a new station.

International Detrola Corp., Detroit—Granted petition to dismiss without prejudice application for new commercial television station.

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted petition requesting leave to amend its application for a new station, so as to specify a modified DA; to reflect revised engineering data, etc., and the amendment was accepted.

King Trendle Bcstg. Corp., Detroit—Granted motion for continuance of hearing now scheduled at Detroit for March 25-30, in re commercial television application of applicant and four others, and continued same to April 24.

The Commission on March 11 denied a joint motion of the 11 applicants for new FM stations in Washington, D. C., requesting severance of their respective applications from the consolidated hearing heretofore ordered in these matters.

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted petition requesting leave to amend its application so as to show withdrawal of Calif. Broadcasters Inc., as a stockholder of applicant corporation and resignation of its nominee Lewis Allen Weiss as a director; show distribution of stock, etc., and the amendment was accepted.

MARCH 20

730 kc

Regional Bcstg. Co., Chicopee, Mass.—Granted CP new station to operate daytime only on 730 kc 1 kw.

1400 kc

Broadcasting Corp. of America, Indo, Calif.—Granted CP new station to operate unlimited time on 1400 kc with 250 w.

1490 kc

Blue Ridge Bcstg. Corp., Roanoke, Va.—Granted CP new station to operate unlimited time on 1490 kc with 250 w.

WSPR Springfield, Mass.—Granted CP increase nighttime power from 500 w to 1 kw, and make changes in directional antenna; no change in present daytime power of 1 kw.

WCOP Boston—Granted CP increase power from 500 w to 5 kw, change transmitter location, make changes in transmitting equipment, and install new directional antenna system for day and night use.

WLAW Lawrence, Mass.—Granted CP to increase power from 5 to 50 kw, install a new transmitter, make changes in directional antenna for day and night use, and change transmitter location.

890 kc

WHNC Henderson, N. C.—Granted CP increase power from 250 w to 1 kw on 890 kc and install new transmitter.

WWDC Washington, D. C.—Granted CP increase power of synchronous amplifier from 100 to 250 w, and to make changes in transmitting equipment.

1490 kc

James D. Asher et al, d/b as The Asher Bcstg. Service, Quincy, Mass.—Designated for hearing application for a new station to operate on 1490 kc, 250 w, unlimited.

1400 kc

Peach Bowl Broadcasters, a partnership composed of Beverly B. Ballard, Dewey Allread Jr., and Clyde I. Goodnight, Yuba City, Calif.—Designated for hearing application for a new station to operate on 1400 kc, 250 w, unlimited.

950 kc

Joe L. Smith, Jr., Charleston, W. Va.—Granted CP new station, 950 kc, 1 kw power, directional antenna, unlimited; conditionally.

1240 kc

Gus Zaharis and Penelope Zaharis, d/b as Chemical City Bcstg. Co., Charleston, W. Va.—Granted CP new station, 1240 kc 250 w, unlimited conditionally.

1400 kc

Capitol Bcstg. Corp., Charleston, W. Va.—Granted CP new station, 1400 kc, 250 w, unlimited; conditionally.

KSOO-KELO Sioux Falls, S. D.—On the Commission's own motion, ordered that the special temporary authorizations for the continued operation of KSOO and KELO be extended until June 1, 1946.

Complete listing and details on last Wednesday's FCC grants of 11 standard stations on page 99; eight FM grants in Washington on page 98, 10 conditional FM grants elsewhere on page 108.

Temporary license renewal to 208 AM stations on page 108.

MARCH 21

KLIZ Brainerd, Minn.—Granted modification of CP which authorizes a new station, for approval of transmitter location at southeast corner of Oak and Beach Streets, and approval of antenna. The permittee hereunder is granted a waiver of Secs. 3.55 (b) and 3.60 of the Commission's Rules and Regulations conditions.

WLAR Athens, Tenn.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at 37 No. Jackson Street. The permittee hereunder is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules and Regulations conditions.

KFIW Klamath Falls, Ore.—Granted modification of CP which authorized a new station, for extension of commencement and completion dates from 9-3-45 and 5-3-46 to 30 days after date of grant and 60 days thereafter, respectively. Permittee is granted waiver of Secs. 3.55 (b) and 3.60 of the Commission's Rules and Regulations; conditions; and the authority herein is granted subject to the condition that permittee will satisfy legitimate complaints of blanketing within the 250 mv/m contour.

WWDC Washington, D. C.—Granted extension of authority to WWDC for waiver of Secs. 2.53 and 13.61 of the Commission's Rules so as to permit operation of the synchronous amplifier of Station WWDC by remote control from the main transmitter location for the period April 1 to not later than June 1, 1946, upon the same terms and conditions as existing authorization for such operation.

WBNT New York—Granted further extension of commercial television station license upon a temporary basis only, pending determination upon application for renewal of license in no event beyond June 1, 1946.

Granted further extension of following experimental television broadcast station licenses upon a temporary basis only, pending determination upon applications for renewal of license in no event later than June 1, 1946:

Allen B. DuMont Labs., W2XVT, Passaic, N. J.; Don Lee Bcstg. System, W6XAO and W6XDU, Los Angeles, Calif.; General Electric Co., W2XGE, Schenectady, N. Y.; Metropolitan Television Inc., W2XMT, New York City; National Bcstg. Co. Inc., W2XBT and W2XBU, New York, N. Y.; Philco Products Inc. W10XAD, W10XAE, W10XAF, area of Washington, D. C., Philadelphia, Pa. and New York City; Zenith Radio Corp., W9XZV, Chicago, Ill.

Granted extension of licenses of following ST broadcast stations upon a temporary basis only, pending receipt of and/or determination upon applications for renewal of licenses, in no event later than June 1, 1946:

Capitol Broadcasting Co. Inc., W2XEO, Schenectady, N. Y.; General Electric Co., W2XBD, Schenectady, N. Y.; W4XGG, Gordon Gray, Winston-Salem, N. C.; The Moody Bible Institute of Chicago, W9XMB, Chicago, Ill.

W2XWE Albany, N. Y.—Granted further extension of license of facsimile broadcast station upon a temporary basis only, pending determination upon application for renewal of license in no event beyond June 1, 1946.

MARCH 21

ACTION ON MOTIONS

Radio Americas Corp., Mayaguez, P. R.—Granted motion for leave to amend its application for a new station, so as to substitute frequency 1150 instead of 950 kc, and make other changes. The amendment was accepted and the Commission on its own motion removed the application from the hearing docket.

United Bcstg. Co., Cleveland—Granted motion requesting dismissal without prejudice of its application for a new FM station.

Myles H. Johns, Milwaukee—Granted petition to dismiss without prejudice application for a new station.

Oak Park Realty and Amusement Co., Chicago—Granted petition requesting dismissal of application for new FM station and the application was dis-

FCC Cut Restored

CONGRESS last week gave the FCC $5,560,000 for the fiscal year ending June 30, 1947, largest appropriation for normal functions in Commission history. President Truman had requested $6,060,000. The House took off $500,000 and the Senate another $200,000, but conferees restored the Senate cut. Both Houses on Thursday adopted the conferees' report.

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missed without prejudice.

Unity Bcstg. Corp. of Mass., Boston—Granted petition requesting leave to amend its application for a new FM station, so as to show revised information in re antenna system, transmitter site, etc., and the amendment was accepted.

Southeastern Mass. Bcstg. Corp., New Bedford, Mass.—Granted petition for leave to amend its application for a new station so as to show addition of Charles Kramer and Robt. Kramer to list of stockholders, etc., and the amendment was accepted.

WHBC Canton, Ohio—Granted petition requesting leave to amend its application, so as to specify a modified directional antenna, etc., and the amendment was accepted.

Illinois Valley Bcstg. Co., Peoria, Ill.—Granted petition requesting leave to amend its application for a new station, so as to change directive antenna pattern, etc., and the amendment was accepted.

Missionary Society of St. Paul the Apostle, New York—Denied petition for clarification of issue No. 1, upon which applications of WNEW for CP and renewal of license are scheduled for hearing with petitioner's application. This issue reads: "To determine the legal, technical, financial and other qualifications of the applicant corporation, its officers, directors and stockholders, to operate station WNEW as proposed."

A. J. Felman, Joliet, Ill.—Granted petition for intervention in the hearing on application of WJOL for renewal of license now scheduled to be heard in Washington on March 29, and a continuance of said hearing; and the hearing on this application was continued to April 15, 1946.

Clarence Beaman Jr., tr/as East Tennessee Bcstg. Co., Knoxville, Tenn.—Granted motion requesting leave to amend application for a new station so as to substitute revised answers to Paragraphs 1-5, 10-16 and 29-42, and the amendment was accepted.

Santa Clara Bcstg. Co., San Jose, Cal.—Granted petition insofar as it requests leave to amend its application so as to specify frequency 1590 instead of 1010 kc, etc., and the amendment was accepted; and the Commission on its own motion removed the application from the hearing docket.

S. W. McCready, Medford, Ore.—Granted motion to accept late its written appearance in re application for a new station.

Plymouth County Bcstg. Corp., Brockton, Mass.—Granted petition requesting leave to amend its application, so as to show a change in proportion of stock held by three stockholders, etc., and the amendment was accepted.

KSAN San Francisco—Granted petition requesting leave to amend its application, so as to specify a new transmitter site, change the proposed directional antenna pattern, etc., and the amendment was accepted; exceptions noted by counsel for opposition, the Monterey Bcstg. Co.

The Times Picayune Pub. Co., New Orleans, La.—Granted petition for leave to amend its application, so as to specify power of 10 kw, unltd. time, with a directional antenna in place of 1 kw day, 500 w night, unltd. time, etc., and the amendment was accepted.

Danville Bcstg. Co., Danville, Ky.—Granted petition requesting leave to amend its application, so as to show substitution of Paul R. Huddleston and Wm. C. Alcock for Ruth VanWinkle and Viola B. Alcock as stockholders 'n applicant corporation, etc., and the amendment was accepted.

KSEI Pocatello, Idaho—Granted petition requesting leave to amend its application for a new station so as to change the proposed nighttime directional antenna pattern, etc., and the amendment was accepted.

WGTM Wilson, N. C.—Ordered that the consolidated hearing scheduled for March 29 on application of WGTM and five others, be postponed to April 10, 1946.

WLVA Lynchburg, Va.—The Commission on its own motion, ordered that additional issues be added to the issues heretofore published in re application of WLVA upon which application will be further heard.

WSLS Roanoke, Va.—Same.

Wis. State Bcstg. Co., Madison, Wis.—Granted motion requesting dismissal of application without prejudice.

F. F. McNaughton, Peoria, Ill.—Granted motion to dismiss without prejudice application for a new station.

Radio Engineering Service, Pine Bluff, Ark.—Granted motion requesting leave to amend its application, so as to show arrangements completed for securing additional capital, etc., and the amendment was accepted.

FCC Revisions

FCC March 18 announced three corrections, two of which were erroneously stated in their "Actions on Decisions" under date of March 8, and one in "Applications Received," March 14.

Corrected items are:

Peoples Bcstg. Co., Lancaster, Pa.; Lebanon Bcstg. Co., Lebanon, Pa.—Adopted an order denying petition of Peoples Bcstg. Co. and dismissed the reply thereto of Lebanon Bcstg. Co., which requested that frequency 1320 kc be assigned to Lebanon Bcstg. Co. and that the Commission reconsider and grant the application of Peoples Bcstg. Co. requesting use of frequency 1270 kc. Further order that application of Peoples Bcstg. Co. for a construction permit be granted conditionally subject to the filing of an amendment to this application within a period of 15 days specifying the use of frequency 1320 kc with power of 1 kw daytime only, and indicating its assent to such grant; and further ordered that application of Lebanon Bcstg. Co. for a construction permit be granted authorizing the use of frequency 1270 kc with power of 1 kw daytime only, subject to approval of the proposed antenna location by the CAA.

Diamond State Broadcast Corp., Dover, Del.—Granted petition only insofar as it requests authority to amend the application to use operating power of 100 w, and denied petition in all other respects.

Glen H. Smith & Herbert H. Law, d/b as Lee-Smith Bcstg. Co., Faribault, Minn.—(Application) CP new station 920 kc 100 w night and 250 w day.

Applications . . .

MARCH 15

1150 kc

Capitol Radio Corp., Des Moines, Iowa—CP new station 1600 kc 1 kw unlimited—amended to change frequency from 1600 kc to 1150 kc, change in officers and directors.

WJMC Rice Lake, Wis.—CP new metropolitan FM station on frequency to be determined by FCC and coverage of 4,902 sq. mi.

The Journal Co., Wausau, Wis.—CP new rural FM station on frequency to be determined and coverage of 17,250 sq. mi.

NBC Chicago—CP new commercial television station on channel 4—amended to change frequency to channel 5.

Applications Received:

The Derrick Publishing Co., Oil City, Pa.—CP new FM station.

Applications Tendered for Filing:

1540 kc

Patroon Bcstg. Co. Inc., Albany, N. Y.—CP new station 1540 kc 10 kw, directional antenna, unlimited time.

860 kc

Northern Virginia Broadcasters Inc., Arlington, Va.—CP new station 860 kc 1 kw, daytime.

1230 kc

The Americus Bcstg. Co., Americus, Ga.—CP new station 1230 kc 250 w unlimited.

1340 kc

James A. Dick & William W. Crenshaw, d/b as Paris Bcstg. Co., Paris, Tenn.—CP new station 1340 kc 250 w unlimited.

1340 kc

Harry C. Butcher, Santa Barbara, Calif.—CP new station 1340 kc 250 w unlimited.

1480 kc

Carleton W. Morris, Douglas, Ariz—CP new station 1480 kc 1 kw unlimited.

WOR New York—CP to install new directional antenna for day and night use.

Joseph M. Viana, Woonsocket, R. I.—CP new community FM station to be operated on frequency to be determined by chief engineer of FCC.

WAAW Newark, N. J.—Modification of CP which authorized new high frequency broadcast station, for move of transmitter location from Montclair, New Jersey to West Orange, New Jersey and for extension of commencement and completion dates from 3-27-42 and 9-27-42 to 60 days after grant thereof and 180 days thereafter, respectively, move main studio, change type of transmitter, change coverage from 6,200 square miles to 10,000 square miles and make changes in antenna system—amended to change studio location, specify frequency as channel No. 39, 95.7 megacycles, change coverage from 10,000 to 10,100 square miles and make changes in antenna system.

1050 kc

The Northern Kentucky Radio Corp., Covington, Ky.—CP new station 1050 kc 250 w daytime.

1060 kc

Palladium Publishing Co., Benton Harbor, Mich.—CP new station 1060 kc 250 w. Amended to change power from 250 w to 1 kw, change type of transmitter and antenna and change transmitter location.

790 kc

Booth Radio Stations Inc., Saginaw, Mich.—CP new station 550 kc 1 kw directional antenna and unlimited. Amended to change frequency from 550 to 790 kc and changes in directional antenna.

1450 kc

Frederic Lemieux III, Claude S. Maenza & Edna Capo Lemieux, d/b as Gulf State Bcstg. Co., Crowley, La.—CP new station 1450 kc 250 w unlimited.

WBHF Cartersville, Ga.—Modification CP which authorized a new station for approval of antenna and transmitter location and to change studio location.

KXLR North Little Rock, Ark.—Modification of CP which authorized a new station to change type of transmitter and change studio location.

KNEI New Iberia, La.—Modification of CP which authorized a new station for approval of antenna, transmitter and studio locations.

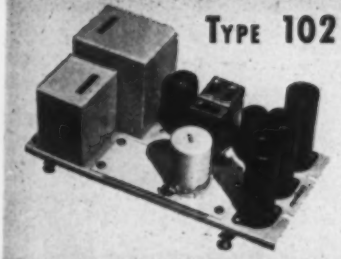
WMPS Inc., Memphis, Tenn.—CP new rural FM station to be operated on frequency to be assigned and coverage to be determined.

Parker Brothers Inc., Ahoskie, N. C.—CP new community FM station to be operated on frequency to be determined by the FCC.

Capitol Bcstg. Co. Inc., Raleigh, N. C.—CP new rural FM station to be oper-

(Continued on page 104)

Worthy of an Engineer's Careful Consideration



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FCC Actions

(*Continued from page 103*)

ated on frequency to be assigned by chief engineer of FCC and coverage to be determined.

R. G. Le Tourneau, Toccoa, Ga.—CP new rural FM station to be operated on channel 249 and coverage of 10,922 sq. mi.

Voice of Augusta Inc., Augusta, Ga.—CP new metropolitan FM station to be operated on frequency and coverage to be assigned by FCC.

920 kc

Glen H. Smith & Herbert H. Lee, d/b as Lee-Smith Bcstg. Co., Faribault, Minn.—CP new station 920 kc 100 w day and 250 w night and unlimited hours.

KFAB Omaha, Neb.—CP to install auxiliary transmitter to be operated on 1110 kc 5 kw and employing directional antenna night.

KVMV Twin Falls, Idaho—Modification of CP which authorized a new station to change main studio location and change antenna from series to shunt fed.

590 kc

KSUB Cedar City, Utah—CP change from 1340 to 590 kc, increase power from 250 w day and night to 1 kw day and install new transmitter. Amended to change requested power from 1 kw day and 250 w night to 1 kw day and night, install directional antenna for night use and change transmitter location.

1030 kc

KWSC Pullman, Wash.—CP change from 1250 kc to 1030 kc, change power from 5 kw day and 1 kw night and hours of operation from S-KTW to unlimited time and make changes in vertical antenna. Amended to omit request for change in power and install directional antenna for night use.

KVOE Santa Ana, Calif.—CP to install new vertical antenna.

1280 kc

KNAK Salt Lake City, Utah—CP change from 1400 to 1280 kc, increase power from 250 w to 500 w and make changes in transmitting equipment and vertical antenna.

Seattle Bcstg. Co., Seattle, Wash.—CP new metropolitan FM station to be operated on frequency and coverage to be assigned by FCC.

Application Received:

William F. Huffman, Wisconsin Rapids, Wis.—CP new FM station to be operated on frequency to be assigned by FCC and coverage of 3,832 sq. mi.

Applications Returned:

John A. Fagerstedt, Weiser, Ida.—CP new station to be operated on 550 to 1600 kc, power of 100 w day and 250 w night and unlimited hours.

Southwest Broadcasters Inc., Raton, N. M.—CP new station on 1490 kc, power of 250 w unlimited.

Applications Dismissed:

Frank C. Carman, David G. Smith, Jack L. Powers & Grant R. Wrathall, d/b as Utah Bcstg. Co., Salt Lake City, Utah—CP new commercial television station to be operated on channel 4 (request of applicant).

WHP Inc., Harrisburg, Pa.—CP new developmental station to be operated on near 100 mc, to be assigned by FCC chief engineer and special for FM emission (request of applicant).

Applications Tendered for Filing:

Enterprise Publishing Co., Brockton, Mass.—CP new station 1110 kc 250 w unlimited.

Appalachian Bcstg. Corp., Bristol, Va.—CP new station 1400 kc 250 w unlimited.

The Corbin Times-Tribune Inc., Corbin, Ky.—CP new station 1400 kc 250 w unlimited.

Clearwater Radio Broadcasters, Inc., Clearwater, Fla.—CP new station 1340 kc 250 w unlimited (contingent on grant of WLAK for change in frequency from 1340 kc to 1430 kc).

A. W. Langill, B. J. Colbert & I. E. Rasmus, co-partners, d/b as The Eau Claire-Chippewa Bcstg. Co., Eau Claire, Wis.—CP new station 1340 kc 250 w unlimited.

Evanston Bcstg. Co., Evanston, Ill.—CP new station 1590 kc 1 kw and daytime operation.

1490 kc

The Torrington Bcstg. Co. Inc., Torrington, Conn.—CP new station 1490 kc 250 w unlimited—AMENDED: re change in officers and stockholders.

1340 kc

P. B. Huff tr/as The Hazard Bcstg. System, Hazard, Ky.—CP new station 1340 kc 250 w unlimited.

610 kc

Virginia Bcstg. Corp., Roanoke, Va.—CP new station 620 kc 1 kw unlimited, directional antenna—AMENDED: to change frequency from 620 kc to 610 kc, changes in directional antenna, changes in stock ownership.

1450 kc

The Sandusky Bcstg. Co., Sandusky, Ohio—CP new station 1450 kc 250 w unlimited—AMENDED: re changes in director and stockholders, changes in antenna and transmitter location.

1230 kc

Danville Bcstg. Co., Danville, Ky.—CP new station 1230 kc 100 w unlimited—AMENDED: to change power from 100 w to 250 w.

1340 kc

John P. Rabb, Lenoir, N. C.—CP new station 1340 kc 250 w unlimited.

820 kc

WLBG Inc., Laurens, S. C.—CP new station 820 kc 250 w daytime. (Call "WLBG" reserved.)

620 kc

WRAL Raleigh, N. C.—CP change from 1240 kc to 620 kc, increase from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for day and night, change antenna location—AMENDED: to change transmitter location.

Kingsport Bcstg. Co., Kingsport, Tenn.—CP new metropolitan FM station on Channel 271, coverage of 20,850 sq. mi.

1230 kc

Dickinson Radio Assn., Dickinson, N. D.—CP new station 1230 kc 250 w unlimited.

1290 kc

Central Illinois Radio Corp., Peoria, Ill.—CP new station 1290 kc 5 kw unlimited, directional antenna—AMENDED: re changes in directional antenna.

Oscar C. Hirsch, Cape Girardeau, Mo.—CP new rural FM station on frequency to be assigned by FCC and coverage of 6,709 sq. mi.

Central Bcstg. Co., Wausau, Wis.—CP new rural FM station on frequency to be assigned by FCC and coverage of 19,113 sq. mi.

610 kc

KGGM Albuquerque, N. M.—CP change from 1260 to 590 kc, increase from 1 kw to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change frequency from 590 to 610 kc, change power to 5 kw day and night, change type of transmitter, changes in directional antenna for day and night use, change transmitter location.

J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox & Charles A. Whitmore, d/b as Tulare-King Counties Radio Associates, Fresno, Calif.—CP new metropolitan FM station on channel 270, coverage of 6,880 sq. mi.

Applications Tendered for Filing:

1490 kc

Interstate Radio Inc., Moscow, Ida.—CP new station 1490 kc 250 w unlimited.

1240 kc

Pocatello Bcstg. Co., Pocatello, Ida.—CP new station 1240 kc 250 w unlimited.

610 kc

W. Albert Lee, Houston, Tex.—CP new station 610 kc 5 kw unlimited, directional antenna night.

KGFL Inc., Roswell, N. M.—Application to increase power from 100 w to 250 w and install new transmitter.

1400 kc

Grass Valley-Nevada City Broadcasters Inc., Grass Valley, Calif.—CP new station 1400 kc 250 w unlimited.

MARCH 18

790 kc

Antilles Bcstg. System Inc., Rio Piedras, P. R.—CP new station 790 kc 5 kw. (Call letters "WWPR" reserved.)

1450 kc

Cur-Nan Co., Brockton, Mass.—CP new station 1450 kc 250 w unlimited—AMENDED: to change transmitter and studio locations and make changes in antenna.

WTRY Troy, N. Y.—CP increase from 1 kw to 5 kw, install new transmitter and new directional antenna for day and night use and change transmitter location.

1340 kc

WOCB West Yarmouth, nr. Hyannis, Mass.—CP change from 1240 kc to 1340 kc. (Contingent on grant of WNBH application to change to 550 kc.)

Tri-Suburban Bcstg. Corp., Silver Spring, Md.—CP new community FM station, channel 288, or as assigned by FCC.

Connecticut Radio Foundation Inc., New Haven, Conn.—CP new metropolitan FM station on frequency and coverage to be assigned by FCC.

The A. S. Abell Co., Baltimore, Md.—CP new commercial television station to be operated on channel 2 and ESR of 1640.

Philco Products Inc., Washington, D. C.—CP new commercial television station on channel 4 and ESR of 930—AMENDED: to change corporate name to Philco Products Inc.

1400 kc

The Joseph F. Biddle Publishing Co., Huntington, Pa.—CP new station 1400 kc 250 w unlimited. (Call letters "WHUN" reserved.)

1450 kc

Harold T. Gray, Gerald L. Wise, Vernon L. Wise, Roy E. Morgan, Thomas P. Shelburne, Leon Schwartz, Dr. Isiah C. Morgan & Mitchell Jenkins, d/b as Wyoming Valley Bcstg. Co., Wilkes-

Hearings This Week

MARCH 25

Hearing, 10 a.m.
Federal Bldg., Lexington, Ky.

Peterson & Co., Lexington, Ky.—CP new station 1340 kc 250 w unlimited; **The Central Kentucky Bcstg. Co., Lexington**—CP new station 1340 kc 250 w unlimited; **Garvice D. Kincaid, Lexington**—CP new station 1340 kc 250 w unlimited.

Hearing, 10 a.m.
Washington, D. C.

KRBC Abilene, Tex.—CP 1470 kc 1 kw night 1 kw day, directional antenna night; **KPLC Lake Charles, La.**—CP new station 1470 kc 1 kw unlimited; **WTAW College Station, Tex.**—CP 1470 kc 1 kw unlimited; **KRIC Beaumont, Tex.**—CP 1470 kc 5 kw unlimited, directional antenna for night; **San Jacinto Bcstg. Co., Houston**—CP new station 1470 kc 1 kw unlimited.

Further Consolidated Hearing, 10 a.m.
Washington, D. C.

KSAN San Francisco—CP 1460 kc 1 kw unlimited; **KTYW Yakima, Wash.**—CP 1460 kc 1 kw unlimited; **California Broadcasters Inc., Bakersfield, Calif.**—CP new station 1460 kc 1 kw unlimited, directional antenna day and night; **Bakersfield Bcstg. Co., Bakersfield**—CP new station 1490 kc 250 w unlimited; **Monterey Bay Broadcast Co., Santa Cruz, Calif.**—CP new station 1460 kc 500 w unlimited; **San Jose Bcstg. Co., San Jose, Calif.**—CP new station 1500 kc 1 kw unlimited, directional antenna night & day; **Mission Bcstg. Co., San Jose**—CP new station 1490 kc 250 w unlimited.

Consolidated Hearing, 10 a.m.
City Hall, Peoria, Ill.
Before Samuel Miller

Greater Peoria Radiobroadcasters Inc., Peoria, Ill.—CP new station 1290 kc 1 kw unlimited, directional antenna night and day; **Valley Bcstg. Co., Peoria**—CP new station 1290 kc 1 kw unlimited, directional antenna night and day; **Central Illinois Radio Corp., Peoria**—CP new station 1290 kc 5 kw unlimited, directional antenna day and night. (Other participant — KOIL Omaha, intervenor.)

MARCH 27-30

Consolidated Hearing, 10 a.m.

Palladium Publishing Co., Benton Harbor, Mich.—CP new station 1060 kc 1000 w daytime; **Myles H. Johns, Milwaukee, Wis.**—CP new station 1060 kc 1 kw daytime; **William L. Lipman, Kenosha, Wis.**—CP new station 1050 kc 250 w daytime; **Monona Bcstg. Co., Madison, Wis.**—CP new station 1070 kc 10 kw unlimited, directional antenna night.

MARCH 28

Hearing, 10 a.m.
Washington, D. C.

Studebaker Bcstg. Co., San Diego, Calif.—CP new station 1230 kc 250 w unlimited.

MARCH 29

Hearing, 10 a.m.
New P. O. Bldg., Knoxville, Tenn.

Smoky Mountain Bcstg. Co., Knoxville—CP new station 1340 kc 250 w unlimited; **East Tennessee Bcstg. Co., Knoxville**—CP new station 1340 kc 250 w unlimited.

Hearing, 10 a.m.
State Capitol, Madison, Wis.

Central Bcstg. Co., Madison—CP new station 1480 kc 500 w night, 1 kw day, unlimited, directional antenna night; **Wisconsin State Bcstg. Co., Madison**—CP new station 1480 kc 1 kw night and day, directional antenna night and day; **WHBC Canton, Ohio**—CP 1490 kc 5 kw unlimited, directional antenna night.

Barre, Pa.—CP new station 1490 kc 250 w unlimited—AMENDED: to change frequency from 1490 to 1450 kc.

970 kc

WSVA Harrisonburg, Va.—CP change in hours of operation from daytime to unlimited, installation of directional antenna for night use and change in transmitter location—AMENDED: to change frequency from 550 to 970 kc, increase power from 1 kw to 5 kw, install new transmitter, changes in directional antenna for night use and change transmitter location.

Altoona Bcstg. Co., Altoona, Pa.—CP new metropolitan FM station on channel 264 and coverage of 1735 sq. mi.

The Fort Industry Co., Lima, Ohio—CP new community FM station on frequency and coverage to be assigned by FCC.

Junto Inc., Philadelphia—CP new non-commercial educational station to be operated on frequency to be assigned by FCC, power of 8300 w and special for FM emission.

1100 kc

Louis P. Myers & Gertrude Jo Myers, d/b as Howdy Folks Broadcasters, Tulsa, Okla.—CP new station 1100 kc 5 kw daytime hours.

1490 kc

The Huntsville Times Co. Inc., Huntsville, Ala.—CP new station 1490 kc 250 w unlimited.

1350 kc

E. L. Roberts, Gadsden, Ala.—CP new station 1350 kc 1 kw, directional antenna, unlimited.

690 kc

Voice of Dixie Inc., Birmingham, Ala.—CP new station 690 kc 10 kw, directional antenna night, unlimited.

1090 kc

Hot Springs Bcstg. Co., Hot Springs, Ark.—CP new station 1090 kc 50 kw, directional antenna night and unlimited hours. (Facilities of KTHS requested.)

WROL Knoxville, Tenn.—CP increase power from 1 kw day and 500 w night to 5 kw day and night, make changes in transmitting equipment and directional antenna—AMENDED: re changes in directional antenna.

550 kc

The Constitution Publishing Co., Atlanta—CP new station 550 kc, power of 5 kw day and 1 kw night, directional antenna night and unlimited hours of operation—AMENDED: to change power from 5 kw day and 1 kw night to 5 kw day and night and make changes in directional antenna for night use.

KWFT Wichita Falls, Tex.—CP increase power from 5 kw day and 1 kw night, employing directional antenna day and night, to 5 kw day and night and changes in directional antenna for night use only—AMENDED: re changes in directional antenna.

1230 kc

R. F. & W. Bcstg. Co., Corpus Christi, Tex.—CP new station 1230 kc 250 w unlimited hours of operation—AMENDED: re change in directors, officers & stockholders.

WSMB Inc., New Orleans, La.—CP new rural FM station on channel 233, coverage of 12,860 sq. mi.

Harwell V. Shepard, Denton, Tex.—CP new metropolitan FM station on channel 237, channel 239, or as assigned and coverage of 5,305 sq. mi.

Express Publishing Co., San Antonio, Tex.—CP new metropolitan FM station on channel 253, and coverage of 27,266 sq. mi.

1240 kc

Telegraph Herald, Decorah, Iowa—CP new station 1240 kc 250 w and specified hours of operation.

1510 kc

Frank E. Fowler, Craig Siegfried, Cedric Siegfried & Charles Siegfried, a partnership, d/b as The Blue Valley Co., Independence, Mo.—CP new station 1510 kc 1 kw and daytime hours. (Call letters "KIMO" reserved.)

1240 kc

The Oneida Bcstg. Co., Rhineland, Wis.—CP new station 1240 kc 250 w and unlimited hours.

1250 kc

Midwest Bcstg. Co., Milwaukee, Wis.—CP new station 1250 kc, directional antenna and unlimited hours—AMENDED: re changes in directional antenna.

WJPS Inc., Evansville, Ind.—CP new station 1330 kc 1 kw unlimited hours—AMENDED: to change power from 1 kw day and night to 5 kw day and 1 kw night, changes in directional antenna for day and night use and change transmitter location.

1480 kc

Radio Wisconsin Inc., Madison, Wis.—CP new station 1480 kc 500 w night and 1 kw day, directional antenna and unlimited hours—AMENDED: to change name of applicant from Central Broadcasting Company to Radio Wisconsin Inc., power from 500 w night and 1 kw day to 1 kw day and night and make changes in directional antenna for night use.

1490 kc

Fred O. Grimwood, Bloomington, Ind.—CP new station 1490 kc 100 w and unlimited hours—AMENDED: to change power from 100 w to 250 w and make changes in transmitting equipment.

1340 kc

James C. Wallentine, tr/as The Uintah Bcstg. Co., Vernal, Utah—CP new station 1340 kc 250 w unlimited.

1490 kc

Walla Walla Bcstg. Co., Walla Walla, Wash.—CP new station 1490 kc 250 w and unlimited hours.

1230 kc

Idaho Falls Bcstg. Co., Idaho Falls, Idaho—CP new station 1230 kc 250 w unlimited.

1460 kc

L. John Miner, Taft R. Wrathall & Grant R. Wrathall, d/b as Monterey Bay Broadcast Co., Santa Cruz, Calif.—CP new station 1460 kc 500 w and unlimited hours—AMENDED: to change power from 500 w to 1 kw, make changes in transmitter and install directional antenna for day and night.

The Chronicle Publishing Co., San Francisco—CP new metropolitan FM station to be operated on frequency to be assigned and coverage of 23,057 sq. mi.

Saviers Electrical Products Corp., Reno, Nev.—CP new community FM station on channel 281 and coverage of 314 sq. mi.

Elmwood Park Bcstg. Corp., Elmwood, Ill.—CP new community FM station to be operated on channel 283.

Applications Tendered for Filing:

WLW The Crosley Corp., Cincinnati, Ohio—Voluntary assignment of license to Crosley Bcstg. Corp.

1290 kc

Cream City Bcstg. Co. Inc., Milwaukee, Wis.—CP new station 1290 kc 250 w and daytime hours.

1490 kc

J. Herbert Hollister, Boulder, Col.—CP new station 1490 kc 250 w and unlimited hours.

1450 kc

J. Herbert Hollister, Ft. Collins, Col.—CP new station 1450 kc 250 w and unlimited hours.

1230 kc

Eastern Idaho Bcstg. & Television Co., Idaho Falls, Ida.—CP new station 1230 kc 250 w unlimited hours.

1240 kc

Eastern Idaho Bcstg. & Television Co., Pocatello, Ida.—CP new station 1240 kc 250 w and unlimited hours.

MARCH 19

1040 kc

Northern Ohio Bcstg. Co., Amherst, Ohio—CP new station 1040 kc 1 kw and ltd. hour AMENDED to change hours of operation from limited time to daytime only.

N. Joe Rahall, Sam G. Rahall, Farris E. Rahall, Deem F. Rahall, a partnership tr/as Allentown Bcstg. Co., Allentown, Pa.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by Chief Engineer of FCC and coverage of 13,280 sq. mi.

Southeastern Ohio Broadcasters Inc., Zanesville, Ohio—CP for a new metropolitan FM station to be operated on frequency and coverage to be assigned by FCC.

Harold O. Bishop, Harrisburg, Pa.—CP new community FM broadcast station to be operated on Channel 246. AMENDED to change power of transmitter from 1 kw to 250 w and specify type of station as community.

1230 kc

The Americus Bcstg. Co., Americus, Ga.—CP new station 1230 kc 250 w and unlimited hours.

WMSL Decatur, Ala.—License to cover CP which authorized change in transmitter location and changes in antenna.

WMSL Decatur, Ala.—Authority to determine operating power by direct measurement of antenna power.

KDNT, Denton, Tex.—License to cover CP which authorized changes in transmitting equipment and increase power from 100 w to 250 w.

1450 kc

Marshall Bcstg. Co., Marshall, Tex.—CP new station 1450 kc 250 w and unlimited hours of operation AMENDED re stockholders.

860 kc

KONO San Antonio, Tex.—CP change from 1400 kc to 860 kc, increase power from 250 w to 1 kw night, 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.

Lancaster Bcstg. Co., Lancaster, S. C.—CP new rural FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 11,100 sq. mi.

Palm Beach Bcstg. Corp., Palm Beach, Fla.—CP new metropolitan FM broadcast station frequency to be assigned by the FCC.

KSD St. Louis—CP increase 5 kw day and 1 kw night to 5 kw day and night, install new transmitter and new directional antenna for night use, and change transmitter location AMENDED to change transmitter location and changes in directional antenna.

William Wyse, Stanley Marsh and Bess Wyse, d/b as The Nation's Center Bcstg. Co., Hutchinson, Kan.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer FCC and coverage to be determined.

970 kc

KGVO Missoula, Mont.—CP change frequency from 1290 kc to 970 kc, increase power from 5 kw day and 1 kw night to 5 kw day and night, install directional antenna for night use and change transmitter location.

KFLW Klamath Falls, Ore.—Modification of CP, as modified, which authorized a new broadcast station to install new type of transmitter and extend commencement and completion dates from 9-3-45 and 5-3-46 to 30 days after date of grant and 60 days thereafter, respectively.

Applications tendered for filing:

910 kc

Paul F. Braden, Middletown, Ohio—CP new station to be operated on 910 kc 1 kw and daytime hours.

1430 kc

The General Bcstg. Corp., Altoona, Pa.—CP new broadcast station 1430 kc 1 kw, directional antenna and unlimited hours of operation.

1190 kc

WIRE Indianapolis, Ind.—CP change from 1430 kc to 1190 kc, increase power from 5 kw to 50 kw, install new transmitter and change transmitter location. (Requesting facilities of Station WOWO.)

KELO Sioux Falls, S. D.—Application for consent to the assignment of license of Station KELO from Sioux Falls Broadcast Assn. Inc., to Midcontinent Bcstg. Co.

KSOO Sioux Falls, S. D.—CP increase power from 5 kw to 10 kw, install new transmitter and directional antenna for night use, unlimited hours of operation and change transmitter location.

1490 kc

V. L. Rossi & John D. Rossi, d/b as Bee Bcstg. Co., Beeville, Tex.—CP new station 1490 kc 250 w and unlimited hours.

MARCH 20

740 kc

Jose E. del Valle, Santurce, P. R.—CP new station 740 kc 10 kw, directional antenna and unlimited hours of operation.

1540 kc

Patroon Bcstg. Co. Inc., Albany, N. Y.—CP new station 1540 kc 10 kw, directional antenna and unlimited hours of operation.

550 kc

WNBH New Bedford, Mass.—CP change from 1340 kc to 550 kc, increase power from 250 w unlimited time, to 5 kw unlimited time, install new transmitter and directional antenna day and night, and change transmitter location.

Plymouth County Bcstg. Corp., Brockton, Mass.—CP new community FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 2,460 sq mi.

W3XEP Camden, N. J.—Modification of license to request additional frequency of Channel 12, 204-210 mc.

860 kc

Northern Virginia Broadcasters, Inc., Arlington, Va.—CP new station 860 kc 1 kw and daytime hours.

The Bowling Green Bcstg. Co., Bowling Green, Ky.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage to be determined by FCC (approx. 7500 sq. mi).

1240 kc

J. Paul Stone and R. M. Ware Jr., Fitzgerald, Ga.—CP new station 1240 kc 250 w and unlimited hours.

Dairyland's Bcstg. Service Inc., Wisconsin Rapids, Wis.—CP new community FM broadcast station to be operated on frequency and coverage to be assigned by FCC AMENDED to specify studio location.

Dairyland's Bcstg. Service, Inc., Stevens Point, Wis.—CP new community FM station to be operated on frequency and coverage to be assigned by FCC AMENDED to specify studio location.

WNOX

dominates the South!

Actual Hooper figures prove more CBS listening on WNOX. This means more for your advertising dollar.

Check with your BRANHAM man for availabilities.

REPRESENTED BY The BRANHAM Co.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York

Representatives

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Ultra-modern network outlet, now being constructed, seeks qualified announcer and one copywriter. Announcer must be able to operate controls and spin platters. Writer must be able to bang out intelligent selling copy for Yankees. Excellent conditions, congenial staff and sparkling opportunities. Send qualifications and references only to Box 992, BROADCASTING.

Continuity superviser. Experienced writer, capable of turning out commercial copy that sells, and able to supervise department. Permanent position with 5000 watt network affiliate in major market. Give full particulars about yourself, including previous experience, references, starting date, and salary expected. Attached snapshot. Confidential. Box 4, BROADCASTING.

Chief engineer—Want capable man, thorough experience in commercial radio for 250 watt midwest progressive station. No ballingwire technicians, please. Our man must grow with us. Veteran preferred. Box 18, BROADCASTING.

Radio time salesman wanted—Southeastern, CBS regional. Salary basis, permanent position. Address Box 22, BROADCASTING.

Sunrise man with cheery personality, wanted for ultra-modern station now being constructed in the heart of Yankeeland. Must be experienced in early morning spinning of platters and patter. Rush experience and qualifications to Box 993, BROADCASTING.

Good announcer, experienced, ad lib, MC remotes, early morning shows, control room operation, first class phone preferred—excellent opportunity—good working conditions—new station. Give full details first letter, financial requirements and snapshot—contact John M. Spottswood, WKWF, Key West, Florida.

Writer. Experienced in all phases commercial copy. 5 kw mid-western network affiliate. Permanent position with exceptional opportunity. Reply in confidence, giving full particulars about yourself, salary expected, when available, and enclose snapshot. Box 5, BROADCASTING.

Wanted—A good dependable time salesman. We offer excellent salary, bonus, and expense account to reliable man who will "get out and dig." For full information write Box 26, BROADCASTING.

Station manager—For proposed AM station in Pennsylvania. One with successful experience in management, sales, community activities, programming in cities of 50,000. Veteran preferred. Send full details of experience, availability, salary and photo. Box 32, BROADCASTING.

Salesman-announcer — Experienced rewriting local news supplied by daily New England newspaper, selling and servicing local accounts. Good voice and car essential. Write full details first letter. Immediate employment. Box 38, BROADCASTING.

Engineer wanted—Capable of handling application, installation of equipment, etc. for new southern California radio station. State qualifications full in confidence. Box 40, BROADCASTING.

Sales manager—Program director, combination. Must personally contact clients and prospects—be experienced script writer, salesman, promotion man and program director—handle national business—give full details first letter, financial requirements and snapshot—contact John M. Spottswood, WKWF, Key West, Florida—new station.

Chief engineer—In college town of 25,000 by 5 kw Columbia affiliate. Must be graduate of accredited engineering college and have had five years broadcast experience and competent in repair and maintenance. Salary, $1.25 per hour, 48 hour week, three days operating, balance maintenance, etc. Give full particulars and references to KGVO, Missoula, Montana.

Need script and copy writer. Take man or woman. Progressive NBC station. Give experience and salary expected in first letter. Write Judith Lawton, KTBS, Shreveport, Louisiana.

Help Wanted (Cont'd)

Announcer-Continuity writer. Permanent position with a bright future for an experienced, capable man. Give full information in first letter. Box 6, BROADCASTING.

Permanent position for first class operator. WMIS, Natchez, Miss.

Engineer-announcer wanted by an NBC station in the citrus belt of Florida. Only routine announcing required. Prefer young man from the south starting out in radio. Room for advancement. Give complete details in first letter. Radio Station WLAK, Lakeland, Florida.

New southwest Missouri local needs operators, announcers, salesmen. June-July. Full details, salary? Air Time, Inc., 507 N. Wall, Joplin, Mo.

Wanted—Experienced radio time salesman capable of selling and servicing major accounts. Commission and weekly drawing account. This position pays above average wage scale. Write full qualifications first letter, picture if possible. Replies confidential. Frank Kaull, Sales Manager, KLO, Ogden, Utah.

Announcer. Must be experienced, versatile, reliable, conscientious, and capable of earning better-than-average compensation by doing better-than-average job on news, ad-lib interview, and record shows. 5 kw metropolitan market, network affiliate. Give full information about yourself, including previous employment, salary expected, references, when available and attach small photo. Box 7, BROADCASTING.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Situations Wanted

Farm Service Director—four years experience, two years at midwest 50 kw station. M. A. degree, 29, family. Ex-Navy lieutenant. Box 985, BROADCASTING.

Chief engineer desires responsible position with progressive station. Good background AM, FM. Thirteen years experience. Prefer west or southwest. Box 988, BROADCASTING.

Announcer—M. C. program director. Five years experience 250 watt to 50,000 watt. Proven ability and voice-production experience, news, sports, straight—live shows a specialty. Present employer knows of this advertisement and has letter of recommendation waiting. Interested in your offer. Box 990, BROADCASTING.

Veteran, age 25, graduate of Northwestern University. Has written and produced Army programs over major network. Edited Army newspapers. Served as chief of Public Relations. Desires Chicago location. Box 995, BROADCASTING.

Announcer, veteran, single, 34, eager to establish radio career. Six months experience. Able newscaster, platter spinner. Adept at commercial copy. Conscientious, dependable. Go anywhere. Salary unimportant. Box 998, BROADCASTING.

Veteran—Single, 23, first phone, CREI man. 2 years transmitter maintenance experience, ambitious, willing to get ahead. Salary secondary importance. Permanent position. Box 999, BROADCASTING.

Young woman, five years diversified experience (selling, copywriting, broadcasting) desires position with Chicago station or agency. Good personality voice, conscientious worker. Alert interest in and understanding of people and radio. University graduate in journalism. Available for interview. Box 16, BROADCASTING.

Announcer—Experienced, reliable, married man desires permanent position as announcer, sportscaster or combination. Contact immediately Box 21, BROADCASTING.

Radio news editor, program director; desire progressive station; combat veteran; wide experience standard, shortwave, and FM broadcasting; college graduate; married, family; excellent references. Box 23, BROADCASTING.

Situations Wanted (Cont'd)

Manager unusual background of sales, advertising, promotion, and programming. Ability and character will withstand strictest investigation. Well known in industry, provable record. Wants to settle in good community with 250 or 1 kw. Box 19, BROADCASTING.

Producer, writer, announcer—all-around man with five years experience in international broadcasting—interested in permanent position as radio director in Latin America for advertising agency. Excellent references and concrete record of qualifications available on request. Box 20, BROADCASTING.

Television—3 years working experience with N. Y. station in production, directing and administration. Looking for opportunity with new organization. Single, young veteran. Box 24, BROADCASTING.

Working crew—An experienced station manager, 18 years of complete radio background; plus a chief engineer with 18 years of broadcast experience; plus a topnotch disc jockey with forceful selling ability; plus a crack copywriter and newscaster. All now employed but looking for an opportunity to progress. Sober, reliable and industrious. Box 25, BROADCASTING.

Announcer—Experienced, news, record shows, continuity writing. Knowledge all types music. Graduate Syracuse University. Available immediately. Box 28, BROADCASTING.

Program director now connected key network station. Experienced all phases operations and administration. Box 29, BROADCASTING.

Control room operator—Experienced AM, FM short wave and television control rooms. 32, married, licensed 1st class phone, 2nd class telegraph. Desires steady job with regular hours and congenial working conditions. Location not too important. Box 30, BROADCASTING.

Station executive, employed, offers wide experience for managerial or P. D. post. Box 31, BROADCASTING.

Chief engineer, sixteen years experience up to fifty kilowatts, first class license, family, available two weeks notice. Box 34, BROADCASTING.

Experience counts. We handle all or any part of that radio station, from the idea in your head to "on the air" operational procedures. We have and are saving much for others. Let's save for you. Our clients tell the story for us. Box 35, BROADCASTING.

Announcer or program director, 2 years all radio, including traffic, sports. Not veteran. Quality selling voice. Degree, network trained. Restricted license. Bona fide offer desired, not just disc competition. Box 36, BROADCASTING.

Married, Navy veteran desires position as radio broadcast operator. Have first class phone license, second class telegraph license, and "ham" ticket, fourteen months specialized school in Navy and two and a half years experience servicing electronic equipment and one year electronic engineering in College. Can start work anywhere in U. S. A. within 30 days. Hugh F. Marshall, 309 So. 2nd St., Rockford, Illinois.

Announcer—Colored. College training. Accredited radio school graduate. Capable of writing commercial continuity. No professional experience, just desire to prove capacity for hard work; ability to learn rapidly; sobriety and steadiness. Particulars and transcription upon request. Personal interview within day's travel. Walter S. Hall, 2405½ N. Capitol, Indianapolis 8, Ind.

Salesman, 2 years radio, 14 years newspapers, 39, desires change. 311 Hudson Ave., Newark, Ohio.

Experienced radio announcer, producer, copywriter. Veteran. Married, college graduate. Invite inquiries from advertising agencies or radio stations. References furnished. M. Morris, 310 East 4th St., New York, N. Y.

Announcer—Veteran, deep resonant voice. Experience in operating, program directing, acting motion picture narration, and all types of announcing. Consider all offers. Box 46, BROADCASTING.

● **ANNOUNCER — Age 28, married. 3 years experience. News, special events, audience participation. Operate turntables. Edit news. Minimum $55.00. Ex-serviceman.**
Box 41, BROADCASTING

STATION MANAGER WANTED

For new 250 Watter in Memphis, Tenn. . . . one of the Nation's best markets. Unless you have a successful record backed with proper references, please do not apply. This is an excellent opportunity for the right man. Must have experience in program creation, time sales, and all phases of management. Write complete experience and references to:

Herbert Herff
295 Union Avenue
Memphis, Tenn.

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.
Contact W. T. FREELAND
611 Baronne St.
New Orleans 13, La.
Raymond 4756

A-1 Program-Production Man Available

to progressive broadcaster. Outstanding showman. Alert idea man. Audience builder. 10 years' experience with 2 NBC 5 kw's & CBS 50 kw. Stable family man. Write Box 27, BROADCASTING.

TOP FLIGHT SPORTSCASTER

. . . WANTED BY LARGE EASTERN STATION TO COVER FOOTBALL GAMES, PLAY BY PLAY, HORSE RACING DIRECT FROM TRACK. ALSO, REGULAR DAILY SPORTS SHOW. WIRE OR WRITE PREVIOUS EXPERIENCE, SALARY, AVAILABILITY.
BOX 43, BROADCASTING

Situations Wanted (Cont'd)

Announcer-writer. Veteran formerly with AFRS. Sports, special events, newscasting, record shows, dramatics, commercials, programming and writing. Box 17, BROADCASTING.

Ten years experience—writing, selling, announcing, transcribing, programming. Details; write Sgt. Mike Watts, Headquarters Company, IRTC, Camp Robinson, Arkansas.

Wanted—Radio station that requires good management! Reliable, versatile, experienced, married. Interested only in sound permanent proposition. Details and references exchanged. Box 47, BROADCASTING.

Ex announcer-pianist—desires position in small station. I would like to establish myself in a set up where I can announce as well as use my musical ability to organize live talent shows for air time. Photo, references and transcriptions available upon request. Box 45, BROADCASTING.

3 in 1 package. Versatile announcer, director, writer. Indie N. Y., net affiliate and net training. Five years pre-army experience announcing. Top auditions NBC, ABC. Ambitious, want-to-settle-down 30 yearer, added assets—music, BA, MA, degrees. Bert Schlanger, 245 Mulberry St., New York, New York.

Veteran of: Old Vic Theatre, London; WPRO-WFAS; stock company; numerous stage appearances (most recently "Dear Ruth") after 2½ years overseas. Available now for radio acting—announcing. (Passed NBC's auditions.) Dick Fallon, 110 Alexander Ave., White Plains, New York.

Salesman—Account servicing. Aggressive station or agency east or midwest. Former OWI and USO. 10 years comprehensive radio. Occasional announcing acceptable. Age 33, family. Box 44, BROADCASTING.

Announcer—7 years experience local and national. Excellent references, voice and qualifications. Program director or chief announcer position desired. Family man, 28. Photo, etc., upon request. Must be good opportunity. Box 42, BROADCASTING.

For Sale

New equipment immediately available: Hewlett-Packard 205-AG signal generator $350.00; G.R. 620—AM frequency meter $400.00; RCA 88-A microphone, stand, $50.00; RCA 86-A limiting amplifier, 36-B shelf $300.00; WE 120-B amplifier, 18-A rectifier, tubes, both $165.00; 633-A microphone, stand, $65.00; Jensen JHP-52 speaker, MT—151 cabinet $50.00; Weston 785 super voltohmmeter $75.00; Thordardson T-31W10 (pushpull 2A3's) phonograph amplifier $50.00; one practically new $40.00; Ballentine voltmeter, Decade amplifier, 10X multiplier $250.00. Box 48, BROADCASTING.

For sale—Two twenty inch television sets national make in excellent working condition, reasonable. Box 37, BROADCASTING.

Presto Model 75-A recorder. 16", dual speed. Excellent condition. Box 39, BROADCASTING.

1—Prewar General Radio Frequency monitor, consists of GR type 575-E Piezo Elec. Oscillator and 1—type 581-B Deviation Meter complete with tubes, instruction books, and crystals for 1130 kc and 1180 kc monitoring. Make offer to Chief Engineer, WTCN, Minneapolis.

Ready for shipment to fill your portable or special event recording requirements —Two A-30 Hart recordgraph embossed film recorders, accessories, supply tape; automatic start-stop, AVC, 3 hours per roll. $1054.00 value. $600.00 each in factory boxes; one Armour model 50 wire recorder, accessories, wire. Used, excellent condition, 30 minutes per roll, $350.00. Both types have built-in features for immediate playback. Box 49, BROADCASTING.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willatt, 1414 N. Harper Ave., Los Angeles 46, Calif.

Wanted to Buy

Wanted to buy—All or part of local station which is now operating at a loss or near the border. Box 33, BROADCASTING.

FCC Report

(Continued from page 17)

situation reminded one of a cop who, caught in the midst of a gosh-awful traffic jam, decided to ask all the drivers where they had been and where they were going.

Against the bleak outlook of remaining permanently temporary, licensees could find heart in the remarks of some Commission executives that the plan is to clean up this portion of the docket with dispatch. It is predicted on a "don't quote me" basis that most of the cases will be concluded within a few weeks with "maybe three or four" requiring hearing.

It is known also that, in at least one instance, a broadcaster whose commercial practices are viewed as particularly reprehensible by the Commission and who now is on temporary has been advised to ask for a hearing. This axe is sharp on both edges, too: for if a broadcaster asks for a hearing on his program policies, he acknowledges per se the Commission's right to interrogate him on the subject. And yet he can assume, weighing the advice that has been extended to him gratuitiously, that by requesting a hearing he throws himself upon the mercy of the court and may get off lightly.

The 11th District NAB delegates, meeting in Minneapolis, adopted unanimously a resolution scoring the FCC report and calling upon all licensees to inform themselves fully regarding its import. The resolution in full follows:

WHEREAS, The Federal Communications Commission has promulgated a report entitled, "Public Service Responsibility of Broadcast Licensees" in which it asserts the right to exercise through its licensing power a large measure of control over program policies and program content of each individual licensee which amounts to an assumption of the right of censorship by the said FCC and is contrary to both the letter and the spirit of the Federal Communications Act, and

WHEREAS, The Congress in legislating to regulate radio broadcasting clearly and expressly provided that it should operate as an institution of free enterprise and that there should be no censorship of the contents of programs, and

WHEREAS, The American system of broadcasting in the quarter century of its operation has brought to the listening audience a program service unequalled in quality, variety and general informative and educational value and uniformly acceptable to the vast majority of listeners, and

WHEREAS, The industry has instituted standards of self-regulation and control designed to improve the quality and bring about more balanced program schedules and such voluntary plan of self-regulation, subjected to continuing scrutiny and supervision is consistent with our national ideals and traditions, and

WHEREAS, Radio broadcasting is one of the greatest mediums of mass communication yet devised and under the plan of free enterprise has consistently been used as a medium for the free expression of divergent views on all kinds of issues and to further freedom of speech and expression, now therefore

BE IT RESOLVED, by the broadcasters of the 11th NAB District, comprising licensees in the states of Minnesota, North Dakota, South Dakota, northern Wisconsin and part of Michigan, in session assembled this 19th day of March, 1946, that we challenge this assertion of authority and view it as a step in the direction of complete government control and domination of radio and an invasion of the rights of freedom of speech, and

BE IT FURTHER RESOLVED, That we call upon the National Association of Broadcasters to take every action necessary to bring about the retraction of this policy or a judicial or congressional definition of the powers of the FCC which will prevent any control of programs, and

BE IT FURTHER RESOLVED, That we call upon each and every individual licensee fully to inform himself concerning the legal, social, political and economic implications of the FCC report and the adoption of every possible measure for the protection of the rights of the American people in free and untrammeled radio.

Designations

FIFTEEN applications for new standard broadcast stations or changes in existing facilities were designated by the FCC Wednesday and Thursday, for hearing, most of them in consolidated proceedings. Those involving conflict with applications already set for hearing in the new April-July hearing calendar will be fitted into the calendar, while the others probably will be given a hearing date in the following calendar. (Designations are listed in FCC Actions.)

U. S. Network

(Continued from page 15)

pended operations, disclosed in New York that he is attempting to reorganize that operation, reportedly with the backing of a midwestern financial group said to be willing to invest as much as $3,000,000 provided the proper key personnel can be found. Mr. Henderson said the majority of the stations that were affiliated with ABS have agreed to give him a reasonable time to get the network going again before signing up with any other "fifth network" organization.

Mr. Henderson, who said he could not at this time divulge the identity of his new backers, is in New York attempting to find experienced radio topflight executives who would be interested in heading up the management of such a new network.

WE Report

WESTERN ELECTRIC Co. in 1945 earned $15,126,160, slightly less than 1.8 per cent of sales, compared with earnings of $13,857,704 in 1944, or about 1.5 per cent of sales. Company's gross income for 1945 was $863,598,981, compared with a gross of $930,375,921 in 1944. Figures are included in the company's annual report, released last week by Clarence G. Stoll, WE president, which points out that although sales to the Government comprised 76 per cent of the company's total sales, by year's end company was turning out civilian telephones at a higher rate than at any previous time.

this . . .

CLASSIFIED AD

Help Wanted

Complete staff new 500 w daytime station in southern city of 75,000. Box 847, BROADCASTING.

in . . .

THIS MAGAZINE

pulled . . .

102

REPLIES

at a total

cost of

$2.25

writes . . .

DURHAM BROADCASTING COMPANY

"Just a note to report on the results of a brief help-wanted ad placed in the February 11th issue of BROADCASTING MAGAZINE, for a complete staff for our new 500 watt station in Durham, North Carolina. To date we have received 102 written applications as the sole result of that ad."

Sincerely,

J. F. Fletcher

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

DURR IS SUSTAINED IN FETZER MOTION

FCC COMR. C. J. DURR, motions officer, was sustained by the Commission en banc last week in his action granting motion of Fetzer Broadcasting Co., licensee of WJEF Grand Rapids, to take depositions in its pending application for 1230 kc. Motion of Ashbacker Radio Corp., licensee of WKBZ Muskegon, for review of Comr. Durr's action was denied by the Commission.

Ashbacker and Fetzer applications for 1230 kc will be heard jointly following revocation of the WJEF license under Supreme Court decision [BROADCASTING, Dec. 10]. WJEF is operating under special temporary authorization, issued on the Commission's own motion, after applications for such authority filed by both applicants were denied. Ashbacker seeks to change frequency from 1490 to 1230 kc, while Fetzer seeks to retain its station on 1230 kc.

WESTINGHOUSE BID SPURNED BY UNION

WESTINGHOUSE ELECTRIC Corp. last week made its first wage offer to the United Radio, Electrical and Machine Workers of America (CIO) since the beginning of a strike by its 75,000 workers more than two months ago. The offer was rejected.

Gwilym A. Price, company president, announced a wage offer of 18.5 cents per hour which with certain considerations would mean an average increase of 15.1 cents per hour. The offer was rejected by union leaders who contended the offer "amounted to no more than 9.7 cents per hour, with 10,000 lamp workers receiving no increase at all."

The union reiterated its demand for an across-the-board increase of 18.5 cents per hour.

Stromberg Offering

STROMBERG-CARLSON Co., Rochester, N. Y., filed with the Securities and Exchange Commission a registration statement covering the proposed issuance of 67,731 shares of convertible preferred stock of $50 par value. First Boston Corp. is named as the principal underwriter. Company proposes to offer the convertible preferred for subscription by holders of the common stock for a 15-day period commencing on or about April 10, 1946. Company, according to the registration statement, plans to use the proceeds from the financing to redeem the outstanding 3,124 shares of 6½% preferred stock; for reimbursement for capital expenditures. For certain construction projects, including the Rochester Radio City building and equipment and new broadcasting transmitters; and to augment working capital funds to finance anticipated increases in inventories and receivables.

Ten More Conditional Grants Approved for Commercial FM

TOTAL NUMBER of conditional construction permits for commercial FM facilities issued thus far, was upped to 362 when the FCC March 20 authorized issuance of 10 new conditional CPs. Of this 362 total, 15 holders have since been brought to status of full construction permits with issuance two weeks ago of engineering approval [BROADCASTING, March 18].

Five of the latest conditional authorizations are to holders of standard station licenses. They are WATR Waterbury, Conn.; WELL Battle Creek, Mich.; KVOX Fargo, N. D.; WAPO Chattanooga; and WLOG Logan, W. Va.

The other five conditional CPs for FM stations were to the following:

The partnership of K. R. Giddens and T. J. Kester, the former a theatre chain operator and the latter in the soft drink business, received such an authorization for a metropolitan station.

In Rochester, N. Y., a conditional CP for metropolitan facilities was issued to Monroe Bcstg. Co. Inc., with Robert A. Wehle, founder of the Genesee Brewing Co., Rochester, owning 18% of the stock; his two sons, John and Robert, each with 17%, Thomas B. Nagle, 16%; George B. Kelly, 16%; and Donald A. Daley, 16%. All have stock in the brewing company and Mr. Daley, in addition, is postmaster of Rochester.

Scranton Principals

A grant in Wilkes-Barre, Pa., was made to Scranton-Wilkes-Barre Bcstg. Co., of which the principal stockholders are Richard G. Evans, one-time commercial manager of WBAX Wilkes - Barre, 17.32%; Simpson Goodfellow, 11.07%; Vernon Lambert, owner of a local electric service, 8.52% of the stock holding lesser interests under 8%.

Conditional authorization in Coram, N. Y., for a community outlet was made to Suffolk Bcstg. Co., with Julia Bick Macy, owner of the Suffolk Consolidated Press which publishes eight regional newspapers, owning 22% of the stock issued thus far.

The other conditional construction permit went to Mark K. Wilson for a metropolitan outlet in Chattanooga, Tenn. Mr. Wilson has been in the local general contracting business for the past 33 years and is chairman of Hamilton Natl. Bank.

Ten conditional grants last week were:

ALABAMA

Mobile—Giddens & Rester, a partnership; metropolitan.

CONNECTICUT

Waterbury—Harold Thomas, WATR; metropolitan.

MICHIGAN

Battle Creek—Federated Publications, Inc., WELL; metropolitan.

NEW YORK

Coram—Suffolk Broadcasting Corp., community.

Rochester—Monroe Broadcasting Co., Inc., metropolitan.

NORTH DAKOTA

Fargo—KVOX Broadcasting Co., KVOX; metropolitan, possibly rural.

PENNSYLVANIA

Wilkes-Barre—Scranton-Wilkes-Barre-Pittston Broadcasting Co., Inc.; metropolitan.

TENNESSEE

Chattanooga—Joda Patterson et al d/b as WAPO Broadcasting Co., WAPO; metropolitan. Mark K. Wilson; metropolitan.

WEST VIRGINIA

Logan—Clarence H. Frey and Robert O. Greever, WLOG; metropolitan.

The effect of these conditional grants is to announce the fact that the Commission has examined the qualifications of the respective applicants, has been satisfied with respect thereto, and has made available a channel for each grantee. The Commission will now examine each application for its engineering details, and in each individual circumstance a grantee may be required to file within a period of 90 days of such request such additional engineering and other data as may be necessary.

Under this procedure grantees are enabled to proceed promptly with their preliminary plans for obtaining certain items of equipment, programming and other details necessary to the establishment of their proposed stations. The proposals of each grantee relating to transmitter power and antenna height are still under review, and each will be notified if any further data is necessary in this connection.

Aside from the action on these ten, the FCC's FM actions of last week included issuance of construction permits with engineering approval to eight applicants in Washington, D. C. (see story page 98); the designation of six FM applicants in Bridgeport, Waterbury and Stamford, Conn., for consolidated proceedings; and the denial of a petition by Valley Bcstg., Dayton, Ohio, in which the petitioner sought to have its application removed from the hearing docket and granted without hearing.

Connecticut Grouping

The six mentioned above as designated for joint hearing are The Yankee Network Inc., The Traveler's Bcstg. Service Corp., Harry F. Guggenheim and Harold Thomas, all seeking FM stations in Bridgeport; application of Danbury News-Times Co., Danbury, Conn.; and application of The Western Conn. Bcstg. Co., Stamford, Conn. Total number of FM applications now in hearing status is 129.

Joseloff to Wire Group

STANLEY JOSELOFF, radio director of The Biow Co., New York, has resigned to become president of Storecast Corporation of America. Storecast is a new national network of wired music and commercial announcements in grocery supermarkets. Firm will start in 15 stores in Hartford in June. Mr. Joseloff will continue as radio consultant for The Biow Co.

STATE ASSOCIATION FORMED IN INDIANA

INDIANA Assn. of Broadcasters, including all classes of Hoosier stations, has been organized with John Carl Jeffrey, general manager of WOKO Kokomo elected president. The new association supplants a former organization of 250-w stations.

At an organization meeting March 15 in Indianapolis, 16 of Indiana's 20 stations were represented. In addition to President Jeffrey these officers were elected: Donald A. Burton, owner of WLBC Muncie, first vice president; Joe Spring, general manager of WASK Lafayette, second vice president; George C. Biggar, general manager of WIBC Indianapolis, secretary; G. F. Albright, general manager of WKBV Richmond, treasurer. The officers constitute the board of governors.

A resolution endorsing further organization of high school "radio companies" under auspices of Junior Achievement of Indiana, to give Hoosier youth an opportunity to gain experience in all phases of broadcasting, was adopted. Junior Achievement companies now are presenting weekly programs on WIBC and WISH Indianapolis and WKBV Richmond.

Glen Stadler, news commentator of WGBF Evansville, former foreign correspondent for CBS, related his experiences overseas at the association's first annual banquet.

MUSIC NEGOTIATORS TO MEET APRIL 7

INDUSTRYWIDE COMMITTEE, policy group named to meet April 8 with an AFM negotiating committee, will hold a preliminary session at the Waldorf-Astoria, in New York, April 7 to lay groundwork for the joint music discussions. The 26-man committee representing all segments of the industry will go over basic issues and discuss procedure. A second meeting will be held April 8.

In the afternoon the two big committees will meet at AFM headquarters, 570 Lexington Ave., New York. First discussions are expected to be exploratory.

Skycart Test

NEWELL-EMMETT Co., New York, is testing possibilities of broadcasting. *The Chesterfield Supper Club* on NBC from a TWA Constellation when Perry Como, featured singer on show, leaves for West Coast to fulfill picture commitment. If motor noise and flight conditions permit, broadcast may take place April 9. Temporary ground tests were made last Wednesday by agency, TWA and NBC. If conditions are successful, Mr. Como will be accompanied by small band.

Sarnoff, Paley and Coy Awarded Medals

COL. WILLIAM S. PALEY (l), chairman of the board of CBS is presented with the Medal for Merit by Secretary of War Robert P. Patterson for being "primarily responsible for the efficient functioning of the United Nations radio in the Mediterranean Theatre of Operations. He effectively planned and executed psychological warfare operations on the European Continent and unified the strategic efforts of the British and American broadcasting systems." He also holds Legion of Merit and French Croix de Guerre with palms.

MEDAL FOR MERIT is given Brig. Gen. David Sarnoff, RCA president (r), by Maj. Gen. H. C. Ingles, Chief Signal Officer of the Army "for exceptionally meritorious conduct in the performance of outstanding services to the U. S. as president, RCA, from October 1942 to March 1944." His wholehearted spirit of cooperation . . . was of inestimable value to the war effort." Gen. Ingles presented the award as a representative of President Truman. Gen. Sarnoff also holds the Legion of Merit for his wartime service in the Army.

"IN ACKNOWLEDGMENT and appreciation of patriotic services," Wayne Coy (r), vice president and general manager of WINX Washington, is presented with the Selective Service Medal by Maj. Gen. Lewis B. Hershey, Selective Service head. The citation pointed out the fact that Mr. Coy had served "without compensation in the administration of the Selective Training and Service Act of 1940, during the period from Sept. 16, 1940 to Jan. 1, 1942." Certificate was signed by President Harry Truman.

GILLINGHAM GIVEN HIS SECOND CITATION

LT. COL. GEORGE O. GILLINGHAM, who will return shortly to the FCC as chief of its information section, last week received a second army citation for meritorious service. He previously had been awarded the Legion of Merit.

The new citation is for the Army Commendation Ribbon, authorized by direction of Secretary of War Patterson. Col. Gillingham served in both wars in chemical warfare. The new citation follows:

"Lieutenant Colonel George O. Gillingham, 0-100518, Chemical Warfare Service, is hereby authorized to wear the Army Commendation Ribbon by direction of the Secretary of War. During the period 1 October 1945 to 15 March 1946 Colonel Gillingham rendered outstanding and meritorious service to his Nation as Chief, Information Branch, Office of the Chief, Chemical Warfare Service. His ability, enthusiasm, and untiring devotion to duty was evidenced at all times by the distinguished accomplishment of all missions to which he was assigned."

Papers Use Radio

NATION'S newspapers have increased their use of radio space by more than 100% according to annual daily newspaper survey released by NBC Chicago. Survey covered 750 papers in 22 states served by network central division and shows that 111 papers now are using radio columns in addition to program listings and highlights as compared to 47 papers in 1944. Thirteen added columns for first time while five increased space, report states.

Conferees on Lea-Vandenberg Measure Set Meeting for Thursday Afternoon

CONFEREES on the Lea-Vandenberg bill (S-63), to prevent coercive practices affecting broadcasting, scheduled a meeting for 3 p. m. Tuesday (March 26) at a brief preliminary session last Thursday afternoon.

Although no action was taken on the House-passed measure to protect broadcasters and the public from excessive demands of James Caesar Petrillo and his American Federation of Musicians, it was reported following the closed session that a majority of the Senate conferees were favorable to the amended version of the Vandenberg bill [BROADCASTING, Feb. 25].

Opposition from the American Federation of Radio Artists has been filed with the conferees and some Congressmen were reported to be inclined to tone down the penal provisions of the bill. In the House some members of the Interstate & Foreign Commerce Committee wanted to eliminate the jail sentence of one year. The bill provides a maximum penalty of $1,000 fine or a year in jail or both for violations.

AFRA charged that the bill would deprive all labor unions dealing with radio of certain rights [BROADCASTING, March 18].

Despite earlier opposition the House voted 309-39 to name conferees after Rep. Vito Marcantonio (AL-N.Y.) objected to unanimous consent [BROADCASTING, March 4]. He was among the 39 voting against sending the bill to conference.

Churchill Plea Denied

PETITION of Churchill Tabernacle, Buffalo, N. Y., for rehearing in the applications of WKBW and WGR Buffalo for license renewals, was denied last week by the FCC. In December the Commission ordered Buffalo Broadcasting Corp., licensee, to divest itself of contracts for time entered into in 1931 with the tabernacle [BROADCASTING, Dec. 24]. The Commission held that licensee, by assigning a large portion of Sunday time on one of its stations to Churchill, violated the Communications Act.

DON LEE PETITION ON HEARING DENIED

THE FCC last Thursday denied the petition of Don Lee Broadcasting System asking the Commission to rescind its action of Feb. 15 in directing a hearing on pending renewal applications of stations owned by the System. The Commission has ordered a public hearing for June 17 on the network's operations to investigate possible violations of option time regulations.

In designating for hearing licenses of KGB San Diego and KDB Santa Barbara, the Commission also ordered Don Lee to file applications for renewal of licenses of KHJ and KHJ-FM Los Angeles, and KFRC San Francisco [BROADCASTING, Feb. 25]. In denying the network's petition, the Commission further ordered that the application for renewal of license for KHJ be filed on or before April 10.

Don Lee's petition had challenged the authority of FCC to regulate network organizations and had declared that if the Commission wanted to investigate network practices the appropriate parties to call to account are the licensees [BROADCASTING, March 18].

Marlin Hurt

MARLIN HURT, 40, creator of "Beulah" and star of the CBS *Marlin Hurt and Beulah* program, died Thursday at his Cheviot Hills, Cal. home following a heart attack. He had been featured comedian and straight man (taking dual roles) on the network series, 8-8:30 p.m. Sunday, sponsored by Lewis-Howe Co. for Tums since June 1945. Previously he portrayed the Beulah character for two years on the NBC *Fibber McGee & Molly* show. Mr. Hurt earlier was Dick of the Chicago radio singing trio Tom, Dick and Harry. He is survived by his widow, Edna, and an adopted son, Raymond.

COMMUNICATIONS CENTER SEEN

Behn Predicts Time Will Come When All Facilities Will Be at One Spot

DAY WHEN all radio facilities in a community will be located at a common communications center was forecast Thursday by Col. Sosthenes Behn, president of International Telephone & Telegraph Co., at the ground-breaking for the 300-foot "microwave tower" of Federal Telecommunications Labs, IT&T subsidiary, at Nutley, N. J.

This tower, being erected for experimental purposes, may be the forerunner of many such towers, Col. Behn said, which will serve as community headquarters for FM and pulse time modulation broadcasting, television, police networks, communication with mobile units such as cars, trucks and railroads, radar applications, aerial navigation and the interception of illegal transmissions. Other uses, he said, might include point-to-point microwave long-distance telephony or video transmission. A single tower, he added, might simultaneously broadcast 12 FM programs, six color and four black-and-white video programs, in addition to six police networks and multiple transmissions to moving vehicles as well as long distance telephone and video transmission via microwaves.

Ground was also broken for an addition to Federal's existing Nutley laboratories which will increase floor space by 65,000 square feet.

Pulse time modulation (PTM) by which 24 or more separate phone conversations or broadcast programs can be broken up and transmitted over the same channel at the same time and navar, new all-weather method of air traffic control based on radar techniques are projects being developed.

At Deadline...

LAGUARDIA MAY DROP RADIO IN NEW UNRRA ROLE

WITH nomination of radio commentator F. H. LaGuardia as director general of UNRRA expected to be accepted this week, fiery ex-mayor of New York will, if necessary, jettison radio and newswriting commitments which place him in quarter-million-dollar bracket.

This was learned authoritatively last Friday, after UNRRA conference in Atlantic City formally nominated Mr. LaGuardia to succeed ailing Gov. Herbert Lehman. Mr. LaGuardia's ABC stint for *Liberty* (Sundays 9:30-9:45 p. m.) brings upward of $100,000 annually, while weekly commentary locally over WJZ adds another substantial four-figure stipend. With newspaper writings, annual income believed in excess of $200,000. It is possible for him to carry on weekly commentary while handling UNRRA, expected to run about eight months. This would depend upon administration, ABC and sponsor. Latter would like to carry on.

Mr. LaGuardia's radio aide is Morris Novik, former WNYC manager, now New York radio consultant in public service field. He will assist Mr. LaGuardia in radio aspects of UNRRA, but is expected to continue independent consulting office.

TRUMAN ARMY DAY SPEECH

HIGHLIGHT of Army Day ceremonies, April 6, will be four-net broadcast of President Truman's address from Chicago's Soldiers Field, 4 p. m. (EST). Secretary of War Patterson and Gen. Eisenhower, accompanying President, may also speak. Other broadcasts on or around Army Day are scheduled by nets and locals, with network pickups of Army parades from Chicago, New York, Washington and Yokohama probable.

'TUBA' JAMMER EXPLAINED

OPERATION of new jamming device, 'Tuba" was explained at Friday session of Broadcast Engineering Conference (see page 20) by W. W. Salisbury, Collins Radio Co., just back from England. He showed how Resnatron tube works and showed film on radar. Philip B. Laeser, WTMJ Milwaukee, was chairman of FM symposium, aided by Walter A. Smith, WROK Rockford, Ill.; Carl Wesser, WENA Detroit; Paul Dillon, WMIT Winston-Salem.

ABC CORRESPONDENT Arthur Feldman in London Friday notified network in New York that from "reliable source" he had learned British postwar television will probably resume regular schedule early in June.

Closed Circuit

(*Continued from page 4*)

Inc., has sold play to Theatre Guild. Contract is signed, production probably next fall.

MUSIC cartel situation bothering both BMI, radio-owned source of supply, and Dept. of Justice. Confederation of International Societies of Artists and Composers has exclusive arrangements with 23 separate societies including ASCAP. Latin American production, important in BMI catalogues, could be affected. Sydney M. Kaye, vice president and general counsel of BMI, has contacted Dept. of Justice in recent days in preliminary explorations.

NAB 8th DISTRICT ASKS FCC PROGRAM POWER DEFINITION

CONGRESS was asked by NAB 8th District, meeting in Grand Rapids, Mich., to clarify Communications Act to define definitely the FCC's power respecting programs. District unanimously passed resolution asking this action. Earlier in week 11th District asked judicial or Congressional investigations to define FCC program powers (see page 54).

C. Bruce McConnell, WISH Indianapolis, elected director for two-year term, succeeding John E. Fetzer, WKZO Kalamazoo. Mr. Fetzer, who had served four terms, refused a fifth.

Second resolution urged NAB Board to consider recommending that President include in appointments to FCC, members who have been trained in and by broadcasting industry. Other resolutions praised services of Mr. Fetzer and President Justin Miller, and endorsed BMB and BMI.

President Miller addressed joint luncheon of Grand Rapids Rotary Club and 8th District broadcasters. Two-day meeting was attended by 70 network, station and industry representatives. Registration list follows:

G. F. Albright, WKBV; Robert C. Adair, WJOB; William R. Aldrich, WGL; C. E. Arney Jr., NAB; John B. Atkinson, WHBU; R. R. Baker, WTRC; Edward F. Baugh, WPAG; Robert E. Bausman, WISH; Harry W. Betteridge, WWJ; George C. Biggar, WIBC; Ford Billings, WHOT; H. M. Bitner, WFBM; Milton Blink, Standard Radio; L. J. Borman, AP; Otto P. Brandt, ABC; Edward L. Brant, UP.

Edward H. Bronson, WJEF; W. W. Bryan, Free & Peters; Charles G. Burke, WJR; R. Y. Burnett, WSOO; D. A. Burton, WLBC; Frank E. Chizzini, NBC; V. O. Cram, WHLS; Dr. Willis Dunbar, WKZO-WJEF; Al Fairchild, WSAM; Tom Farrell, Radio Market Guide; Hugh Feltis, BMB; John E. Fetzer, WKZO-WJEF; Martin Glaimo, WJEF; Charles Godwin, MBS; Milton L. Greenbaum, WSAM; Roy Harlow, BMI; Ralph S. Hatcher, CBS; A. L. Hopkins, WJEF; James F. Hopkins, WJBK; Dan Jayne, WELL; John Carl Jeffrey, WKMO; J. H. Keachie, RCA.

Scotty Keck, NBC; William F. Kiley, WFBM; Ed Kleiger, WSOO; James F. Kyler, SESAC; Howard M. Loeb, WFDG; C. Bruce McConnell, WISH; Robert L. Mackin, WHLS; James A. Mahoney, MBS; George M. Millar, WJBK; Justin Miller, NAB; E. P. Mills Jr., WELL; Linnea Nelson, J. Walter Thompson Co., BMB; John W. O'Harrow, WKZO-WJEF; Forrest Flagg Owen, WELL; Linwood M. Pattee, BMI; Albert W. Payne, WHDF; Frank E. Pellegrin, NAB; Robert W. Phillips, WSAM; Stanley R. Pratt, WSOO; Roy Radner, WIBM.

Merritt R. Schoenfeld, WJR; Joe Spring, WASK; Harmon L. Stevenson, WHLS; John A. Toothill, Burn-Smith Co.; W. F. Uridge, WJR; Carl M. Watson, NBC; Edwin K. Wheeler, WWJ; T. P. White, WKZO.

BMI TO LICENSE NIGHT SPOTS

EFFECTIVE April 1 BMI will license night clubs, restaurants, bars, grills, taverns and dance halls which use live music for entertainment to play tunes in BMI library, Harry P. Somerville, licensing director, announced.

Fees were established on a basis of .5% of first $50,000 annual payroll and .25% of payroll above that figure. Minimum annual fee $40, maximum $750. BMI, one year ago, started hotel licensing. Mr. Somerville also announced appointment of Harold Orenstein, released from armed forces as major, as assistant director of licensing.

CBS CONSTRUCTION SET-UP

REORGANIZATION of CBS construction operations into four units—construction plans division, estimating division, construction and maintenance operations division, and field installation division—announced Friday by network. G. Stanley McAllister, director of construction and building operations, said four new units under supervision of Clarence R. Jacobs, his assistant director.

AGENDA: CLEAR CHANNEL HEARINGS

(As announced March 22 by FCC)

April 15-16—Report on survey conducted by Census Bureau for Committee IV and completion of Dr. Whan's testimony.

April 17—No session (Commission will hear oral argument in Washington television matter and hold its regular Wednesday meeting).

April 18-19—Presentation of testimony by four members of Clear Channel Broadcasting Service (one-half day each).

April 22—Submission of Committee reports and recommendations for revision of Standards of Good Engineering Practice.

April 23—ABC.

April 24—CBS.

April 25—NBC.

April 26—Presentation of testimony by parties affiliated with Clear Channel Broadcast Service or Regional Broadcasters Group.

April 29—Presentation of testimony by two members of Clear Channel Broadcasting Service.

April 30—Presentation of testimony by two members of Clear Channel Broadcasting Service.

May 1—Presentation of testimony by two members of Clear Channel Broadcasting Service.

May 2—Presentation of testimony by two members of Clear Channel Broadcasting Service.

May 3—Presentation of testimony by two members of Clear Channel Broadcasting Service.

May 6—Presentation of testimony by two members of Clear Channel Broadcasting Service.

May 7—Presentation of testimony by Radio Service Corporation of Utah (Station KSL—one-half day) and commencement of testimony by Regional Broadcasters Committee, which testimony when concluded will be followed by other testimony not scheduled elsewhere.

Note: It is the Commission's intention to receive at the session beginning April 15 all testimony available for presentation in this proceeding. However, it appears that there are certain matters which cannot be presented at this session, and accordingly at the conclusion of the session beginning April 15 the Commission will adjourn until July 1, at which time the Commission will sit continually until the record is closed.

FCC RELEASES STATISTICS ON NETWORKS' TIME SALES

GROSS time sales of four major networks during 1945 totaled $128,533,216, increase of 1.7% over previous year and new all-time high, according to preliminary figures announced Friday by FCC. Commission report follows:

Preliminary reports submitted to the FCC by the four major networks indicate the revenues from the sale of radio time (before deducting commissions to agencies) by these networks amounted to $128,533,216 for 1945. Approximately $19,398,273 was paid in commissions to agencies. The net time sales which amounted to the remainder, or $109,134,943, were divided between payments to affiliated stations in the amount of $57,398,609 and a balance retained by the networks in the amount of $51,736,334.

The above figures indicate that total major network time sales have increased 1.7% over the 1944 total of $126,330,491—the previous all-time high; that payments to affiliated stations decreased 2.6% from the 1944 total of $58,900,856, and that the balance retained by the networks was an increase of 6.6% over the total of $48,537,428 reported for the year 1944.

The time sales for previous years by these networks were: 1944, $126,330,491; 1943, $100,051,718; 1942, $84,383,571; 1941, $79,621,534; 1940, $71,919,428.

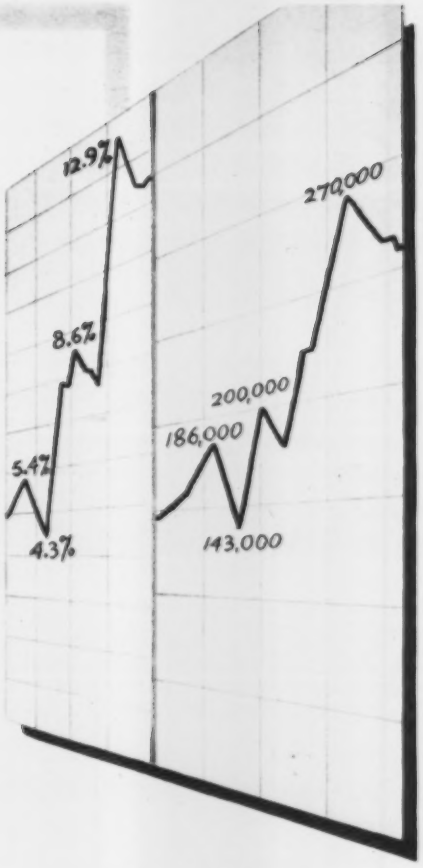
(It will be remembered that the Blue Network was separated from the Red Network in 1942.)

At the year-end 1945, the four major networks had a total of 762 affiliated stations compared with 730 as of Dec. 31, 1944. This number includes stations affiliated with one or more networks.

During the year, Mutual affiliated 23 additional stations, bringing its total to 267; Columbia added 8 affiliates, making a total of 151; American deleted 2 affiliates, making a total of 192; and National picked up 3, making a total of 152. The number of stations shown as affiliated with each network includes stations that are on two or more networks.

FIRST important piece of electronic war surplus—new 50 kw RCA broadcast transmitter built for OSS use in South America—will be awarded today (March 25) to one of dozen bidders who made offers to War Assets Corp. (now War Assets Administration). Stations and networks understood to be interested along with veterans.

What do you want PERCENTAGES or PEOPLE?



MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projectible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven midwestern states. A rating of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION